

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVIII. NEW YORK, FEBRUARY 5, 1902. No. 6.

## PHILADELPHIA RECORD

185,000)	25 cents	per line.	(.00135 + cents
CIRCULATION	185,000		PER LINE PER THOUSAND CIRCULATION.
	650,000		
	555,000		
	950,000		
	925,000		
	25,000 +		

THE PHILADELPHIA RECORD costs you .00135+ cents per line for each thousand circulation—this is lowered on contract.

Divide the price per line you are paying other Philadelphia papers by their sworn circulation (be sure you get a regular affidavit signed by a notary or their proper public official—if the paper will not give it there is food for thought), then get the RECORD's figures on your business. Don't be afraid—maybe you will save yourself money.

New York:  
185 World Building.

Advertising Manager,  
Philadelphia.

Chicago:  
1210 Boyce Building.

# **Just a Moment**

If you want to get as much business out of the Pittsburgh field as possible, you'll do yourself a favor by first placing your advertising in the

## **PITTSBURGH GAZETTE**

It is just as easy to be in the best as to be in the poorest medium. The Gazette is the BEST. Advertisers will tell you so. It carries more foreign and local advertising than any of its morning contemporaries. It has carried more for a long time; and the present volume is much in excess of that of any of its competitors.

Why is this so? Well, there are many reasons, but the most potent is that the readers prefer the Gazette, and wherever the readers go, the advertisers follow.

**Sworn Average Daily Circulation for  
October, 1901, 51,573**

**W. R. ROWE, BUSINESS MANAGER.**

---

**J. E. VAN DOREN SPECIAL AGENCY.**

PUBLISHERS' DIRECT REPRESENTATIVE,

407-410 Temple Court,  
NEW YORK.

1105-1106 Boyce Building,  
CHICAGO.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVIII. NEW YORK, FEBRUARY 5, 1902.

No. 6.

## ADVERTISING UNITED STATES RUBBERS.

"Compared with the volume of its business, which in snowy years reaches to the thirty-five million-dollar mark, the advertising output of this company would appear rather modest, but it is safe to say that, as no other rubber footwear company in the world approaches the business of this company, so no other rubber footwear company gives as much attention to advertising as we do."

This was the reply of Mr. Lyons, advertising manager of the above company, upon approaching him on the subject of the firm's advertising. Continuing, he said:

"We sell only to the jobber, but very little of our advertising is aimed at him, our advertising being directed partly at the retailer and largely at the consumer, through the retailer.

"If our brands were new, or even comparatively new, it would be necessary to devote some attention to the jobber, but inasmuch as our brands are old and well known, several of them dating back to the time when Goodyear discovered the vulcanization process, which made the manufacture of rubber shoes a possibility, and inasmuch as the jobbers in most cases have been familiar with our goods for many years, it is obvious that no sensational advertising campaign is needed in that direction.

"Passing on to the retailer, the case is different. There are probably 60,000 exclusive boot and shoe retailers in the United States, with four times as many department and general stores that sell rubbers, and while in the jobbing trade there are comparatively few changes from year to year, there is a new retailer coming on the

scene every minute. So here you see is a quarry worth while."

"Well, PRINTERS' INK's readers will be interested in learning how you get at the quarry. I should tell you that I want this interview for a special issue that is going to every shoe retailer in the country. So you can fire away and tell me all that you think the shoe-dealer would be glad to hear."

"The advertising which we aim at the retailer is of two kinds—advertising intended solely for the trade and advertising intended to appeal both to the retailer and through him to the consumer. To the first class belong our catalogues and trade paper advertising.

"We issue a separate catalogue for each of our different brands, the several editions running from 20,000 to 150,000 copies. These catalogues contain, some 48 and some 64 pages, and present in the most succinct form all the information the dealer wants, giving the styles, sizes and prices, the various styles being illustrated by halftone cuts, photographed direct from the goods, which show exactly what every boot and shoe looks like.

"Each catalogue contains from fifty to a hundred of these halftone illustrations, showing the different styles of boots, lumbermen's goods, arctics, gaiters and shoes, and showing also the different shapes of ties in which the lighter goods are made. We issue these catalogues in a size convenient for mailing and for carrying in the pocket. They are distributed to the jobber, who in turn sees that they get into the hands of the retailer.

"I said that these catalogues gave the information the dealer wanted in the most succinct form. The necessity for conciseness will

appear when I state that, counting all the different styles, sizes, widths, different heels and toes, one brand of rubbers will include 2,500 or 3,000 distinctly different shoes. It is evident, therefore, that there is not much room for rhetorical pyrotechnics, even if we were so inclined, which we are not.

"We allow ourselves a touch of the artistic and decorative in our covers. A handsome cover is a preserver of a catalogue, and on this principle we get the prettiest covers that we can devise."

"What about trade papers, Mr. Lyons? I suppose you have to advertise in them to reach the retail trade?"

"Our trade paper advertising consists of a full-page space in most of the shoe trade papers. The matter in this space is changed very frequently, the same advertisement rarely appearing in more than two consecutive issues; for not only have we several brands to keep before the dealer's eye, but, in addition to this fact, seasonableness is something we always try to keep in mind."

"But the average consumer does not see the trade papers at all. How do you manage to reach him?"

"Our advertising to the consumer reaches him generally through the retailer. We have occasionally taken space, during the three fall months, in papers of large rural circulation in certain territories, but with nine or ten different brands which we are equally desirous of marketing, newspaper advertising is obviously somewhat wasteful, as the increase in the sale of one brand is quite likely to be at the expense of another."

"Most of our advertising to the consumer we put out in the form of lithograph banners, cut-outs and display cards, designed for the retailer's store or window; and it is our aim, in which I think we are fairly successful, to make this advertising so attractive that even the most fastidious city retailer will not be averse to giving it a conspicuous place."

"Our first consideration is ef-

fectiveness. Expense, of course a consideration, is secondary. There are all sorts of stupid economies practiced in advertising. The 'American Swinging Girl,' a cut-out in nine colors, and measuring 42 inches from the top of the swing to the tip of the swinger's toe, and the Meyer banner, 'Caught in the Shower,' of the same size and the same number of colors, which we issued last season, proved two of our most popular advertisements—so popular that in a few weeks, though we printed these in large editions, we had nothing to send to applicants but regrets.

"This store display advertising has the advantage that it talks rubbers where rubbers are to be had, and where they are a proper and natural subject for consideration."

#### THE LOCAL EDITOR.

Writing locals is an art. No man can drop into it at once. It takes time and study. It takes a union of brains, conscience and heart to do it right. If your local man dashes off a local with no other thought than to make record of the fact that "So and so has visited somewhere with somebody at some time," turn him off. The local writer who does not study the fact to be written and measure the local by the importance of the fact, is not in the right calling. The local writer that cannot tell what fact should be clothed in serious, and what in humorous garments, lacks the qualifications. There is no other phase of journalism in which so much skill, tact and ingenuity can be displayed as in writing locals. The reason that one paper is prosperous and another not, can often be traced to the difference in the local pages.—*Newspaper Talk*.

#### WHAT PUBLISHERS ASSERT ILLUSTRATED.



IT NEVER GOES INTO THE WASTE BASKET.



# DON'T WORK TOO HARD.

By Seth Brown.

A good many advertising men work too hard for their own good and the good of the concern they work for. We get to be like machines very easy. If our work is good its goodness depends upon the quality of our work and not the quantity. Our work is never done, and never will be. There is always some new matter to engage our attention, but we will make more headway by waiting until the details are well in mind and plans thought out before we commence to write.

Regular work and regular rest produce best results. I try to spend at least an hour in the club room after lunch each day. I get ideas by getting away from my work shop that would never venture into the businesslike atmosphere of the office. I worked for a firm once that thought it a good investment to send me on a trip frequently just for the sake of the good I might absorb by change of scene. Human nature and the wants of people are as important as the goods and prices. You can learn them best away from the office.

Some friends of mine don't seem to know how to loaf. Write, re-write, scold, and sometimes swear. Taking as much time chasing after one good idea as they should to write a book. Trouble, worry and poor results. The mind can't do more than a given amount in a given time, but it can be crowded to slide over the track and cut little ice. I spent three days writing seven words. Best work I ever did.

Employers can get more good out of their advertising men by insisting that they don't work too hard.

Ads that are buoyant, springy, happy, are read with a relish, but they seldom come from a tired brain. Space writing is useless.

There are lines of business that can be pushed by working overtime. Working overtime writing advertising pushes the business—backwards.

THE Curtis Publishing Company paid the United States Government last year nearly \$100,000 for postage.

EIGHTEEN thousand subscriptions for *The Ladies' Home Journal* have been received in a single day.

A RECENT day's mail contained over 14,000 subscriptions for *The Ladies' Home Journal* and almost 5,000 subscriptions for *The Saturday Evening Post*.

THE Curtis Publishing Company refuses more than \$100,000 of advertising matter each year because of its objectionable nature, but which is accepted by other periodicals.

ADVERTISING receipts were more than a million dollars last year.

IT REQUIRES nearly fifty tons of type to print the names and addresses as they appear on the wrappers of *The Ladies' Home Journal* and *The Saturday Evening Post*.

SIXTY compositors are constantly at work setting new names and addresses as they appear on the wrappers of *The Ladies' Home Journal*, and *The Saturday Evening Post*.

ABOUT one hundred and twenty-five miles of paper, twenty-nine inches wide, were used for the December issues of *The Saturday Evening Post*.

## THE GARDEN SEED AP- PEAL.

*By Joel Benton.*

There is no advertising more cheerful and appealing than that of the seedsmen, especially as it is exhibited in the pictured catalogue which comes to us annually in its seductive form. Its arrival in mid-winter, or earlier, with its mute prophecy of spring, when fields are snowy or dun and skies are dark, has something of the hope to offer that we find later in the robin's song, and the bursting up to light of the crocus.

Even the plain Quaker catalogue stirs us by its descriptions of coming bloom and growth, and makes even the landless reader wish for at least a garden plot on which to play with nature in both a practical and poetic way. But no one is really unreached by the seedsmen. We all have a window-sill or two; and we can have urns and pots for flowers, or for the orange and lemon trees—so that seeds and plants need not be alien to the cosmopolitan citizen, though he may have less space for them than has the suburban or the country dweller.

It is well, I think, for the seedsman to emphasize this fact a little more than he commonly does; and he might even issue a special city circular to show what he has that can be grown in a thickly settled metropolis. Of course, his advertising in the agricultural journals is well and absolutely necessary, but they do not get to city readers, and are, therefore, not the mediums in which to tell this story.

You see, to be sure, even in the poorer quarters of a great town, pleasant touches of nature in respect to vines and plants, which, where they exist, are usually in the window; but not everything that can be grown in town houses and apartments occupied by the well-to-do and wealthy classes is as well known, I am sure, as it might be. To classify and describe the list of green and bloom-

ing plants and vines fit for city use would certainly very much enlarge their sale.

In church yards and public grounds, too—no matter how much mural masonry there is about them—more things might be made to grow than we commonly see there. There must be many varieties in plant life that have come to light within the past few years—importations, say, from Japan and other countries—which very few people know of, that might be advertised with good success in cities. For, whatever takes root in a town, will naturally become the fashion, and get a talkative publicity afterward that will go far and wide.

The seed catalogue, of course, goes largely to country patrons, and, where it does not, a large part of what it offers is only valuable to the urbanite who has a country or suburban place. To reach the city resident, whose home is solely in the city, the few words on a circular which tell him what he can buy and make grow to advantage should be sufficient.

Some catalogues, though not all of them, very properly place a stress upon novelties and improvements in vegetable seeds and flowers. To these I always turn with particular interest, as no doubt the average reader of the seed catalogue does. What is common and traditional we can all of us order without further reference to the catalogue than to see the prices affixed.

One curious thing about seed-buyers is this: they nearly all wait until the last moment—say until March and April—before ordering what they want.

The seedsman's stock is ready for distribution at the beginning of winter; but his mail orders rarely come, I imagine, until after January. Perhaps if he should adjust a scale of prices that would increase from month to month—being cheapest in November and December, and increasing each month—he might make the laggards in ordering hurry up, and to some extent distribute the ordering business more equally.

Advertising in

The Sun

Yields Large  
Returns.

Address  
THE SUN, NEW YORK.

## BOOT AND SHOE ADVERTISING IN WASHINGTON.

*By Waldon Fawcett.*

The Washington shoe stores confine their advertising campaign to the newspapers. One or two of the largest houses have used theater programmes, but appear to consider them barren of results, whereas the most fashionable shoe house in the city is endeavoring to make a decided stand against what the proprietor is pleased to call the "genteel blackmailing" of church and society publications.

The evening papers are most extensively used. In speaking of this phase of the question, Mr. Max M. Rich, one of the proprietors of the Rich Shoe House, said: "To my mind the shoe advertiser should place his announcements solely with a view to catching the feminine eye. When a man purchases a pair of shoes he is very likely to either go to the first shoe store which he chances to see or else to some establishment to which his wife has directed him. For women's and children's shoes advertising brings direct results and the advertiser also gets the benefit of the indirect influence upon the masculine members of the family of which I have spoken."

The two leading retail shoe firms in Washington follow directly opposite policies in their advertising. The firm of William Hahn & Company, which operates three stores in the national capital and expends perhaps \$7,500 to \$8,000 a year in newspaper advertising, always emphasizes prices and shows a disposition to use black-face to give prominence to price figures. The management of Rich's store—a retail establishment which occupies an entire building, consisting of five floors and basement—on the other hand never under any circumstances mention prices in their announcements. The whole effort of this firm is to create the impression of high-grade quality in connection with their goods, which are invariably made to order.

Claim of compliance with the demands of the moment is invariably made the dominant factor of the newspaper advertising, which, by the way, is invested with the conversational element which has played so prominent a part in the so-called Wanamaker style of adwriting. To illustrate, there might be cited the case of the recent organization in Washington of a fencing club, the membership of which comprised many of the most prominent men and women in official and social circles. Speedily the announcements of the fashionable shoe dealer blazoned the fact that he had a full line of footgear especially adapted to use in connection with the new diversion. As one fad after another—golf, skating, riding and walking—succeeds each other in popular favor the same plan is pursued, and incidentally the announcement of a great ball at the capital is a signal for the up-to-date shoeman to apprise newspaper readers that he has a full supply of dancing slippers.

The Emerson, Douglas, Regal and other shoe manufacturing firms appear to favor the Washington evening papers in their advertising. The representative of the Sorosis firm, the only shoe manufacturing interest whose advertising is not placed direct from the home establishment, is also inclined to spend the major part of his advertising proposition with the evening newspapers. A recent Washington experience of the Sorosis people demonstrates the futility of advertising something which does not bear on the face of it the stamp of value. The manufacturers of the Sorosis shoe prepared a form of certificate which sold for \$3.50, and which could be exchanged at any one of their stores for a \$3.50 pair of shoes. Shortly before Christmas the proprietor of the local Sorosis shoe house expended \$50 for the single insertion in the *Evening Star* of a large announcement of this scheme, presenting in the advertisement a fac-simile of the certificate. The sole results of this advertisement was the sale of a single certificate at \$3.50.

“The Nashville, Tenn., BANNER is a clean, reliable newspaper, worthy of a place around the family fireside, in the business office, workshop or the social circle.

It is not surprising, therefore, that its circulation is so extensive and its patronage so large.

THE BANNER is the best advertising medium used by this firm and brings larger returns upon the money invested.”

---

*The above is an expression from L. Jonas & Co., Nashville's (Tenn.) largest advertisers and oldest department store.*

## THE CAMMEYER PUBLICITY.

The evolution of business from the dull methods of thirty years ago to the brisk and lively ways of to-day was anticipated by Mr. Alfred J. Cammeyer, who, as a consequence, has the largest retail shoe business in the world.

In reply to PRINTERS' INK's representative, who called at the store, Sixth avenue and 20th street, New York, Mr. Hart, the manager, spoke as follows about the concern's advertising:

"Our development has been largely due to that force. We are continually evolving new things in footwear, and to gather the fruits must let the world know. Then there are special sales, etc. We advertise three or four times a week in the dailies throughout the entire year. We select the papers of largest circulation, using display mostly. We indulge in no reading notices of our own getting up, but all the papers write us up as a compliment occasionally. No, we can trace very few results from these write-ups, but for that matter we can trace few from any source, for we make no endeavor. Occasionally customers mention how they happen to come, but not often.

"We have used magazines and we have tried out-door display, but we have withdrawn from these and other kinds of advertising, not because we were dissatisfied with them, but for the reason that we wished to expend as much of our appropriation as we could upon the daily papers. This keeps us from programmes of all kinds, too. As for weeklies and monthlies, the blows from the hammer of advertising are struck too infrequently—the daily is the only medium that pounds constantly."

"I believe you have a large mail order trade?"

"We have. We began it twenty-eight years ago, with one clerk. Now we have forty. For this trade we issue our catalogue, sending out one-quarter of a million copies in three editions, two

English and one Spanish. We supplement it with a sporting catalogue, distributing an edition of twenty-five thousand more. The editions have increased from year to year. The catalogues are not only distributed throughout our country, but to selected sections in other parts of the world. We have a fine trade in many countries abroad, which is growing very satisfactorily. Excuse me for digressing to say that it is our experience that American goods are conceded, on the whole, as the best in the world, and this is surely so in footwear.

"Our lists of names are strictly our own, and selected from our books, being kept revised up to date."

"Do you ever advertise through novelties, Mr. Hart?"

"Only around the holidays, when every year we act as a sort of Santa Claus for the children. We distribute many kinds of souvenirs to them throughout the month of December, but only to those who call. These embrace toys, picture books, games, memorandum books, calendars, etc. We know just about the amount we shall expend for advertising each year, and then it is so apportioned that it will provide for the newspaper space, for the catalogues and for the holidays. This amount has been growing larger every year as the business has increased.

"Just a few more words about the daily papers. We have been using the Sunday editions very freely, taking larger space than through the week. We think that we get the best results from them, since the public has more leisure to study them, and digests them more thoroughly. As between the morning and evening editions, we incline to the latter, since they are brought home and the morning papers are taken from home.

"At any rate, convey to the readers of your excellent little weekly that this store is one of the monuments of advertising—this retail store which employs 600 clerks and has a seating capacity for 1,500 customers—one thousand on this floor and five hundred in the basement."

Quality and Quantity  
THE PRICE OF  
**THE DETROIT  
FREE-PRESS**

REMAINS AT THREE CENTS A COPY.

its readers are the Intelligent and Prosperous people of Detroit and Michigan. For more than 70 years they have been able and willing to pay a reasonable price for the best newspaper in Detroit.

IT CONSERVES

The BETTER Interests of the Advertiser, and

COMBINES

The BEST Interests of Advertisers and readers.

CIRCULATION:

Daily, -	-	-	-	-	42,500
Sunday, -	-	-	-	-	52,900
Twice-a-Week, -	-	-	-	-	91,600

The Twice-a-Week Edition has more than Local or State Prestige. It is a National Distributer for Advertising Mail Order Houses and General Advertisers. They find it a Profitable Medium.

**J. E. VAN DOREN SPECIAL AGENCY,**

Direct Representatives and Managers Foreign Advertising,

Boyce Building, Chicago, Ill.

Temple Court, New York.

## THE NEW YORK "HERALD."

By John C. Freund, in the *Journalist*.

The number of advertising lines carried in any paper does not by any means tell the whole story, for the rates of the various papers differ greatly, as do the discounts, given in the way of commissions and rebates. The eminence of the *Herald*, therefore, is all the more pronounced, as its rates are the highest of any daily paper published in the country. It pays no commissions; that is, it didn't use to; gives no rebates, sticks strictly to its price, and, in fact, is about the only daily that makes no concessions whatever.

At lunch the other day a party of business men were discussing the value of the various daily papers as advertising mediums. One large advertiser, who appeals to the wealthier class, said that his best results had come from the *Herald*, *Evening Post*, *Century Magazine* and the *Ladies' Home Journal* of Philadelphia.

Another member of the party stated that his best results had come from the *Herald*, *Times*, *Tribune* and *Munsey's*, while the third said his best results had come from the *Herald* and *World*.

You see that, while each of the gentlemen quoted other papers besides the *Herald*, all mentioned the *Herald* first.

A discussion followed as to why the *Herald* was enabled to maintain its unique position as an advertising medium, seeing that not only are its advertising rates higher than those of its contemporaries, but the price of the paper itself is three cents, while the price of most of its competitors is only one cent, with the exception of the *Tribune*, which is also three cents.

The opinion was unanimous that the value of the *Herald* as an advertising medium, although its local circulation is not so large as that of some of its competitors, depended upon two propositions; the first, that it is a paper read by the people who have money to spend; the second, that its circulation is the most distributed of any paper published in the United States and perhaps in the world. It touches more points. Every one knows that if you get away from New York the only New York paper that you are sure to find everywhere and in demand everywhere, outside the city, is the *Herald*.

Other New York dailies are, of course, read outside the city, but not to the same extent. This holds true in Europe, where the only American paper known, as is quickly discovered when foreigners come to this country, is the *Herald*. Much of this is due to the fact that the *Herald* has for years past published a European edition, and that Mr. Bennett has always personally seen to it that his European dispatches were of a most comprehensive as well as reliable character.

That the *Herald's* circulation is distributed over more points than the circulation of other papers carries with it another feature, which has always been a distinctive characteristic of the London *Times*—namely, that because of the wide distribution of its circulation, more people, on the average, saw an individual copy than they did of any oth-

er paper. It has been calculated that while the London *Times* did not reach, in number of copies printed, the circulation of its contemporaries, it actually passed them in number of readers, for the reason that the *Times* was taken in all the clubs, reading rooms, libraries, cafes, restaurants; in places where a single copy was often seen by as many as fifty to sixty people in a day.

This feature of the London *Times' circulation* is also a feature of the New York *Herald's* circulation, and thus, while some of the *Herald's* competitors may claim, with justice, that they actually print more papers, the *Herald* can claim with equal justice that it has today a larger number of readers than any other paper published in the United States, and that these readers are more distributed than those of any other paper.

Among the characteristics that, in my judgment, have contributed to make the *Herald* the great power and property that it is are that it pre-eminently appeals to the better middle class.

Editorially the *Herald* might be considered not up to the mark of some of its competitors, but it has never laid great stress upon this feature. Its whole aim has been to give all the news and to eliminate criticism and opinion as much as possible from its columns. Thus, its musical and dramatic departments, from a purely critical standpoint, have not been run on the lines of those in other papers. From a popular standpoint, however, they have been very valuable, because they have "reported" the various events as they happened, in such a way as to enable the general public to know whether it was worth while to go and see them, and that was just what the public wanted to know rather than the opinion of the individual critic, however eminent he might be or however ably he might write.

Another reason for the *Herald's* great strength is to be found in its splendid shipping news and the reliability of its financial information. But it is through its very advertisements that the *Herald* possesses a force that none of its competitors approach, though some may run it close in certain departments of the advertising columns.

Here is a feature of a newspaper which I have rarely seen touched upon. When any paper, daily or weekly, general or trade paper, gets to a point where all the houses of any standing in a certain line place their announcements in its columns these announcements in themselves, from their very completeness, become an important news feature.

Finally, I think it may be said that the *Herald* expresses more often the average American sentiment on everything. This may suggest that the *Herald* is more distinguished by the commonplace than by what is brilliant, but we must never forget that it is the commonplace and not the brilliant that rules in the world, and consequently the paper that gives it expression all the time voices the popular mind more clearly and more emphatically than if its editorial and critical columns bristled with original thought, wit and epigram.



# The Telegram

---

is the only Sunday paper published in *Middlesex County*. It is delivered by regular carriers direct to the homes in the *Surrounding Towns*, and is read thoroughly by many people who rarely, if ever, see a daily paper. It is the home paper of this county and carries more *local* advertising than any *two* other Lowell papers combined. Advertisers cannot reach all TELEGRAM readers through any other medium.

---

Office, 28 Merrimack St.

## Lowell, Mass.

## NOT ELIGIBLE.

Messrs. Geo. P. Rowell & Co., Publishers American Newspaper Directory:

Don't you think that the Newark *Evening News*, Newark, N. J., is entitled to two circles after its rating? Our circulation is confined to the medium and better classes, as any one in Newark, particularly an advertiser, can tell you. We have for the past year an average net paid daily circulation of 46,175 copies. This does not include copies to advertisers, office use, samples, exchanges, unsold and returnable copies. It is the actual cash sales only. Our daily average for total number of papers run during the year was 48,868.

The *Evening News* is a high grade two-cent evening paper, and we think that this circulation is one of the largest of any two-cent evening newspaper published in the United States; in fact, one of the largest, if not the largest, of any in a city the size of Newark.

"The *Evening News* covers Newark like a blanket."—PRINTERS' INK. Newark has a population, according to the last United States census, or 246,070. The *Evening News* has a net paid circulation in the city of Newark alone of 32,300 copies, and outside of the city, 13,875. Of this, in the Oranges alone, 5,850; Bloomfield, Watessing and Montclair, 1,450; Summit, Chatham, Madison, Morristown, Dover and Washington, 1,050; other nearby towns, 5,525.

This circulation is pre-eminently the largest in the State of New Jersey; the *News*, too, is considered the most influential newspaper.

We should be very much pleased to receive an expression from you about this. Very truly yours,

WM. P. HENRY,  
Business Manager.

The marks which Mr. Henry asks to have attached to the circulation rating of the *News* are defined in the dictionary table of explanations as follows:

(●●) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—*Webster's Dictionary*.

It will be noted that the "gold marks" or "bull's eyes," as they are variously called, serve as a justification for a higher charge for advertising space than the circulation would appear to warrant. The *News* does not demand any such higher charge. Its rates are low enough on the basis of circulation alone. The *News* has the largest sale of any Newark paper, and the "gold marks" are rarely if ever accorded to such a paper. If the *News* should lose half its circulation and make no reductions in its rates for advertising

and a newspaper should issue twice as many copies and charge no more for its advertising space then the *News* would be entitled to the "gold marks." In Chicago, for instance, the *Tribune* has the gold marks but the *News* does not.

## FROM NEW YORK ADS AND WINDOWS.

Could they be lower?

Prices lean your way.

Wide range—narrow prices.

Prices speak louder than promises.

We have been "caught with the goods."

"Little and often fills the purse" is our price-proverb.

Purchase or be merely curious, but come in, anyway.

Our way of bidding for money to move in new stocks.

These are uncalled-for garments—bargains if they fit you.

Where good things are cheap and cheap things are good.

We save in buying and can afford to be liberal in selling.

Honesty is the only policy, and all customers are good friends.

Economy leads to wealth. To miss these values is extravagance.

They're "X and Z" collars—and three for a quarter. That's all.

Demonstrating how little we care for cost when we want results.

Small profits, of course, but that's our lookout. You profit by the saving.

A good driver turns in a small space—a good merchant turns on a small profit.

Not a clearing sale of broken lines, but a big, broad, comprehensive movement.

It's an ill wind that blows nobody good—especially when it's a manufacturer's ill wind.

Simply another proof that there is always "something doing" in this window—and inside.

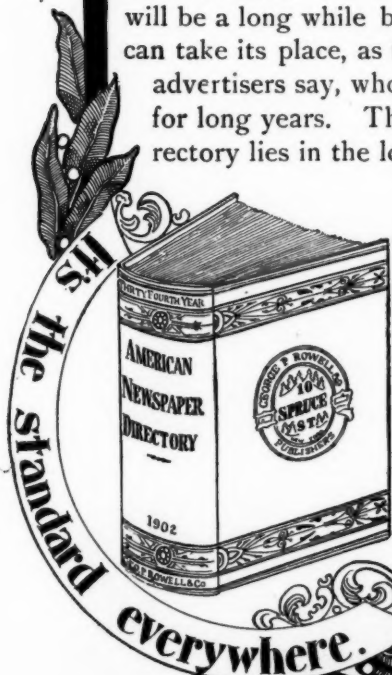
We aim to secure your confidence, and our prices are calculated to make us good marksmen.

"A fault confessed is half redressed." We confess to being overloaded on these ties and pay for our fault by foregoing the profit.

# PROTECTION

As a protection, intelligent business men insure their lives, their homes, their ships and cargoes; they hire expert accountants at stated intervals to discover any possible leakage or discrepancy in the conduct of their affairs and money matters. The American Newspaper Directory is an almost identical accessory for the business protection of advertisers. It is absolutely the best safeguard for advertisers that has yet been devised. It is not infallible, but it will be a long while before anything better can take its place, as the most experienced advertisers say, who have made use of it for long years. The efficiency of the Directory lies in the long experience which

its publishers have acquired in dealing with publications, and their steadfast adherence to the principle that every advertiser has a right to know by weight and measure what he gets for his hard cash.



**\$5 per issue.**

## COLONIAL LETTER.

(Special Correspondence to PRINTERS' INK.)

Cuba is within ninety miles of the United States, and has 1,500,000 people, who have to buy almost every necessity of life. The proximity of the island, as well as the close relations that will undoubtedly be maintained between it and the United States during the future, combine to make it a natural outlet for American trade. The general advertisers are beginning to study the conditions with the view of entering the field—in fact, a number of well known concerns have already made a start.

The daily papers of Havana are carrying the display ads of Scott's Emulsion, Pabst Beer, Ozomulsion, Munyon's preparations, the Ayer remedies, and others equally as well known.

The four leading dailies of Havana are *La Lucha*, *Diario de la Marina*, *La Discusion* and *El Mundo*. *Lucha* is independent. It is a large six-page blanket sheet, and has the largest country circulation of any paper in Cuba. *Marina* is the Spanish organ. It is sixty-three years old and is sold only by subscription. Its form is the old-fashioned blanket sheet. It is supported by the aristocrats of the island. *Discusion* is the Cuban organ. It is more up-to-date in its appearance, being an eight-column quarto. *Mundo* is the yellow sheet of Cuba. It is a four-page quarto.

These papers make unsupported circulation claims ranging from 8,000 to 18,000, but none of them are credited with having over 8,000 by the local advertisers. It is said that honors are very even between them, and if the actual figures could be obtained there would not be a difference of more than 500 subscribers between the highest and the lowest. There are two American dailies in Havana, the *Post* and the *Sun*. The *Post* is in its second year and has less than 1,500 circulation. The *Sun* is only a few months old, and has less than 1,000. The most pretentious magazine on the island is *Cuba y America*, published in Havana. It is a monthly and is well illustrated. It has 1,000 circulation and a good representation of advertisers.

The rate cards of the Havana papers cannot be taken any more seriously than their circulation claims. Following are the prices paid by one concern which took 1,000 inches, without position, in all of them: *Lucha*, forty cents per inch; *Marina*, fifty cents; *Discusion*, forty cents; *Mundo*, twenty-five cents; *Post*, ten cents, and *Sun* ten cents. All quotations refer to American money. The page rate for *Cuba y America* is sixty dollars per year, without position. The pages are the same size of *Munsey's*, *McClure's* and other standard publications.

There is plenty of billboard space in Havana, listed and protected, and the big pictorial stands of Mennen's Powder, Lea & Perrin's Sauce, Nestle's Condensed Milk and others are going up in the best locations. The rate is sixteen cents per sheet per month. There are a great many three and eight sheet boards on prominent corners, which sell for \$1 and \$1.50 per month, respectively. The Angier Chemical

Company, of Boston, has just closed a deal for a large number of these and will start its Petroleum Emulsion in the papers and on the boards.

The illuminated stereopticon signs, interspersed with moving pictures, are being used by nearly all the advertisers in Havana, both local and foreign. This kind of advertising seems to be particularly applicable to Cuba for the reason that the people throng the streets at night. When the band plays in Central Park, which is several times each week, thousands congregate in this pretty square. The pictures attract their attention and the ads are exposed in rotation. The spaces are fifteen feet square, and the rate is \$3 per month—square, and the rate is \$3 per month.

The street cars in Havana are not carrying any advertising cards. The system has 30 miles of track. There are 105 cars in regular use, and eleven extras during the rush hours. From 60,000 to 90,000 people are carried every day. The rate asked is one cent per car per day—twenty-hour days.

The sign painter is the busiest man in Havana. Under Spanish rule all signs were taxed five cents per letter. This called for economy. The barber managed to get along with this modest announcement: "10 y 15." When the American occupation began this absurd tax was abolished, and now the location of the tonsorial parlor is emblazoned on a gorgeous blue and black sign that in most instances reaches half way across the street. That which can be said of the barber is also true of the butcher, the baker and the candle-stick maker. They have all gone in for flashy signs, and the principal streets of the musty old Cuban capital are a maze of announcements.

The advertiser who goes into Cuba will meet with a great many new conditions. More than two-thirds of the people of the island cannot read. For this reason the pictorial features are being enlarged upon. The poster catches their eye and they ask what it means. The reading should be brief and well displayed. Scott's Emulsion, which is being pushed more than any other article in Havana at the present time, is in big letters on the top of the hacks which ply between the city proper and the numerous suburbs. These hacks charge one cent less than the street cars and do a thriving business among the poorer classes. Very few of the people who travel this way can read. But they all want to know what that big sign is about, and keep asking until they find out. For all they know it might be a proclamation from the military governor.

Mr. William C. Neilly, who is placing the business of the Angier Chemical Company, said: "I have been in Havana two months, and I find that to get results from our advertising in Cuba many departures will have to be made from the customs in vogue in the States. I have been making a study of the situation here and have found many problems to solve. Rates are very high considering the meager service. Havana has about 250,000 inhabitants, yet its papers do not compare favorably with those of towns of 5,000 in the States.

SEVENTH SUGAR BOWL.



A seventh award will be made within the next few months to the agricultural paper, weekly, semi-monthly, monthly or however issued, that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class through its advertising columns and on the fairest terms, price and value considered.

As there are over five hundred agricultural papers in the country, including dairy, horticulture, floriculture, drainage and irrigation, live stock and horse publications, a lively competition for the prize offered might be expected. Many of these papers have probably just claims to many points of superiority, and it should not be difficult to present these points in short, terse articles. Of course, the bowl can only be awarded to one paper—the best of all.

"THE BLACKSMITH & WHEELWRIGHT."

M. T. Richardson Company, Publishers, 27 Park Place.

NEW YORK, Jan. 23, 1902.

Editor of PRINTERS' INK:

I see that you are offering a sugar bowl to the best agricultural paper.

Although possibly afflicted with an excess of modesty in making known its own merits, it is my belief that, all things considered, *The Country Gentleman*, published at Albany, N. Y., by Luther Tucker & Son, is by all odds the best agricultural journal in this country. Its articles are practical, and represent the experience of the best farmers everywhere. Its editorial opinions are carefully considered, and seldom, or never, misleading.

I have no personal acquaintance with either its editors or publishers, but take much pleasure in paying this tribute to a paper so influential and so ably conducted. Yours truly,

M. T. RICHARDSON.

ADVERTISING.

We may live without poetry, music and art,  
We may live without conscience and live without heart;  
We may live without friends, and live without fads,  
But business-to-day cannot live without ads.—*The Country Merchant*.

MIGHTY INTERESTING.

PHILADELPHIA, Pa., Jan. 23, 1902.

Editor of PRINTERS' INK:

In the list of periodicals of over one thousand circulation, published in your issue of 22d inst., don't you think it would be wise to explain the hieroglyphics (###), (!!), etc.?

They're mighty interesting and instructive when you happen to know what they mean. Respectfully,

WM. C. W. DURAND.

4212 Chester Avenue.

The signs referred to truly tell an interesting story. They are interpreted in the Key as follows:

# The accuracy of this rating has been questioned by one or more persons who claim to have facilities for knowing the facts.

## The accuracy of this rating has been questioned by one or more persons who claim to have facilities for knowing the facts, and it is feared that the doubts expressed do rest upon a substantial foundation.

### The editor of the American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper, but to this offer the publisher's response was not such as to remove the impression of doubt that had been cast on the accuracy of the statement furnished.

(!!) The general advertiser ought to make himself well acquainted with the merits of this publication before contracting with it for advertising space.

(±) These ± plus and minus signs indicate that distinctly separate circulation statements made by this paper at different times, but covering the same period, fail to agree.

TESTIMONIAL ILLUSTRATED.



"THE PAINS IN MY FEET HAVE ENTIRELY CEASED."

## ADVERTISING THE CRAWFORD SHOE.

Believing that the Crawford Shoemakers would have an interesting story to tell about their advertising, a PRINTERS' INK representative recently called at 140 Duane street, New York City, where are situated the general offices of the firm, and had a talk with Mr. A. A. Brown, the general manager. He received the writer very cordially, and readily answered such questions as were put to him, telling me that, while he was only a recent comer with the Crawford Shoemakers, that concern might well be classed among the old advertisers, as the Crawford Shoe had been advertised for years, both to the trade and to the consumer.

At the commencement of 1900 the old style of the firm was changed to "The Crawford Shoemakers," on account of a change of ownership. Mr. Brown said, in commencing:

"The advertising that has been done the past year is as nothing in comparison with what we are going to do. We have used the prominent dailies, with large and small spaces, generally having very little matter, but that little right to the point. We are making the Crawford Shoe for men in Brockton and the Crawford Shoe for women in Brooklyn, advertising both at the same price—\$3.50."

"And what mediums do you propose using, Mr. Brown?"

"We have made up a list, including all the leading magazines and prominent weeklies, besides which we shall, of course, use the principal daily papers in the large cities, and I may say that in every city of importance we shall have our own stores or a high class dealer handling our goods."

"What spaces do you intend to use in these magazines?"

"Quarter pages, half pages and full pages—that depends on the magazine. We are going to start in the March issues, and I think we will attract some attention. All the advertising will be practically under the direction of Mr. N. C.

Fowler, of Boston, and is placed by Mr. A. W. Erickson, 127 Duane street, New York."

"Might I ask what the total appropriation for advertising will be?"

"That is a question which I could not answer at present, but one thing that is part of our policy perhaps you ought to know. We shall not take the cost of the advertising out of the value of the shoe. And thereby hangs a tale. You may not know that competition in shoe manufacture has grown so keen of late years that it has almost reached a 'cut-throat' level. To get trade prices have been cut, and to be able to make the cut, some shoes have been cheapened. That is, inferior material and workmanship have been put into it to offset the decreased price for which it sells. Now our policy is going to be just the opposite of this. We will not advertise extravagantly and make the wearer of the shoe pay the cost of our publicity. The best materials and the best workmanship only will be used in the manufacture of Crawford shoes."

"But you will expect to get your money back in some way?"

"Certainly. We will get it back all right—of that we are confident, but it is easier to get it back by treating the customer right than by giving him poor value. We have now the finest shoe stores in America, and we are gradually acquiring more. These will be conducted for the convenience and advantage of the customer. Every salesperson in our employ is an expert in fitting shoes, is well paid, and is held personally responsible for every sale being satisfactory to the buyer. Now let me give you a few instances of where we are *not* saving money in the Crawford Shoe. The linings we use cost double the price of those used in other shoes, and the lining of a shoe often constitutes its comfort. Again, all our shoes are made with hook facings, which require extra labor, therefore extra cost. But it smoothes that part of the interior of the shoe which presses against the instep, and

consequently is of great benefit to the wearer. Every shoe will have an invisible cork sole that will prevent moisture or dampness reaching the foot. In short, I may say that we are going to advertise a shoe that will advertise itself on the first trial, and the quality will be uniform all the year round. We would not spend money in advertising in costly mediums unless we were sure of being able to live up to our claims made in such advertising."

"How many retail stores have you in contemplation, Mr. Brown?"

"That is another difficult question to answer. Even now new stores are being considered in the large cities wherever we can find a first-class location. We don't want any but the best and busiest localities. Note, for instance, our 23d street store. It is right in the heart of New York's fashionable shopping district. So also the Fulton street store—right in the center of commercial men's haunts. It means high rents, of course, but nothing else save the best will suit us. In those cities where we do not have a store of our own, we shall appoint one agent to handle the Crawford shoe."

"Apart from newspaper and magazine advertising, what other plans of publicity have you in view?"

"I have always considered good window displays—in the proper localities—the best kind of advertising. Suppose you never read a newspaper or a magazine, you will stop and look into an attractive window, won't you? It is human nature to do it, hence I always pay a great deal of attention to window displays, not merely the judicious and attractive arrangement of the goods, but the presenting to view of pithy and dainty window cards. If you look around here you will see a selection of such cards as will be used in all our stores, some plain, some in colors, but all neat in style and pointed in wording."

"I understand that you are going to run the 'free shine' idea in your stores, in spite of the fact

that the plan has been a failure here and in other large cities?"

"In all our leading stores we shall have a force of bootblacks for free shining purposes. As to the plan being a failure, perhaps that was the case in places where the system was lax. We are going to pay our shoeblacks a higher wage than is given elsewhere and do our utmost to discourage the catering for tips. We insist—and every one of our managers is ordered to keep a strict watch on the shoeblacks—that every customer shall be treated alike and none slighted on account of not tipping. While we can not prevent a customer from giving a tip, we can prevent an employee asking for one, or treating a customer who does not tip with discourtesy. Any such conduct reported to us will earn for the shoeblack immediate dismissal."

"Another point, that, while it might not be construed as an advertisement, is intended for the betterment of our business. We have in our concern what is known as a 'department of promotion,' and our various managers and salesmen are invited by us to make suggestions for increasing or improving the business. Those adopted will be credited to the originator of the idea and all will count for promotion. We think that a bright salesman ought to be able to make one new suggestion every week, and we feel sure that this special plan will enable us to keep in touch with the customer's desires."

"So far as the last year's advertising is concerned what can you say?"

"I can tell you that the advertising done during 1901 has borne good fruit, and that is proven by the fact that, in a season generally conceded by shoe dealers to be dull, every one of our stores in this and other cities shows a substantial increase in trade. But, of course, that it what advertising is intended to do."

---

BEST results may be had if you consider a catalogue a show window, and dress it right. A booklet to the King's Messenger must be worthy, and mailing cards are surely salesmen if they are smooth.—*Stawson Booklet*.



**A** LARGE EDITION of this issue of PRINTERS' INK is sent out as sample copies for the purpose of inviting new people to become readers of the paper. While the contents of the paper will stand or fall according to their merits or defects, it is deemed appropriate to quote here a recent editorial from PRINTERS' INK, in support of the assertion why the Little Schoolmaster will prove a help to every business man:



PRINTERS' INK is the world's leading journal of advertising. It was the first journal that took advertising seriously. When its initial issue went forth, advertising was regarded merely as a phenomenon of business. To-day it is known to be the business itself.

\* \* \*

In the actual work of planning, preparing and placing advertising, it gives the best opinions and practice of those who have been conspicuously successful. It prints many succinct interviews with leading advertisers, setting forth their methods, experiences, theories, advice and results in a manner that gives the widest range of application in one's own business. PRINTERS' INK is a thought-stimulator and thought-producer par excellence. It deals with the many phases of preparation of copy, the dressing of advertisements and other pertinent literature in attractive forms, the tracing of results and the afterwork of following them up and thus render all permanently profitable.



has printed in its fourteen years of existence has had more direct bearing upon the development of publicity and business in the United States than any other single factor. It has established a place for itself that enables it to get and publish to-day the best current information in its field. The leading advertisers have contributed to its pages in the past—they are contributing in the present and will do so in the future. When new facts about advertising develop, they *naturally* drift to PRINTERS' INK, and its editorial staff has never failed of finding the keynote of the advertising progress of the day.



\* \* \*



The thing most needed for the developing of this new force is definite knowledge about it. PRINTERS' INK has always been to the forefront in gathering and spreading such knowledge. It has always represented, and it still represents, more than ever, the best thought and endeavor of those men who are developing publicity.

\* \* \*



### The Little Schoolmaster in the Art of Advertising

is not an empty title. The mass of information which PRINTERS' INK

PRINTERS' INK continually prints news of the minor details, short cuts and conveniences that are being evolved by thinking business men in all parts of the country, believing that real business progress is dependent very often upon a minute knowledge of such details.







PRINTERS' INK is a successful paper. It is not only successful in teaching business men how to advertise, but a good part of its endeavor is devoted to teaching them how *not* to advertise. It is unbiased and impartial in publishing facts, figures and theories of any one who has found real light in advertising problems. It is not the organ of any medium. It stands for the development of all alike, as well as for the exposing of frauds that mask under the name of advertising. All legitimate, profitable forms of publicity receive equal treatment in its pages, and in no month does it fail of printing vital matter touching all mediums of advertising, be it newspapers, magazines, cars or outdoor displays. No medium is too great to be exposed in its weakness, nor is any too humble or too new to receive commendation if it is good. Its policy is to further "all advertising that advertises."

\* \* \*

Advertising is a new force—almost an untried force as yet. Even the men who have made fortunes through it are generally willing to admit that they know little about it as an exact science.



\* \* \*

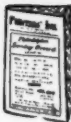
PRINTERS' INK has helped to make American advertising a national industry, and it is and will remain its ablest exponent.

\* \* \*



It recognizes the part that advertising has played in giving the United States a foremost place in the world's trade, as well as the part it must play in enabling them to keep that place, and it loses no opportunity of dealing with this wider application of publicity.

PRINTERS' INK is admittedly the representative journal of a new business force. It treats it from every side. There is no paper like it and never will be. It is an earnest seeker for the truths that belong to its particular work and field. It is a compact, bright, authoritative little weekly journal, that has more true, staunch friends and devoted readers than any other business publication in existence. It is the dean and peer of its class, continually on the hunt for the best methods of applying advertising to every business, and every business to advertising. No one in any way connected with either can fail to gather practical information, direct help and inspiration from its weekly pages.



It knows that publicity is but a wheel in a business—an important wheel, and in many businesses the most important, but still only a part depending upon other parts to do its work effectively. It tries to be as practical as possible—considering things from the debit and credit side. It endeavors to teach advertising by teaching its basic principles first. It knows, through years of practical experience, that successful advertising must be based upon good business management, and it gives therefore modern business principles a conspicuous place in its curriculum. It knows also that the larger number of those who fail to make advertising pay are victims of lack of foresight and judgment, and it therefore advises caution and wholesome conservatism.

\* \* \*

Official statistics claim that about six hundred million dollars are now annually expended for advertising in the United States—PRINTERS' INK and its active years of developing tendencies have had the greatest influence in bringing this new industry to such a magnitude.



Published every Wednesday.

\$5.00 per year.

Sample Copies 10 cents.

Address, with check,

GEO. P. ROWELL & CO., *Publishers*,  
10 Spruce Street, New York.

# THE CHARLES AUSTIN BATES STORY.

Difference of opinion concerning the amount of a claim held against Charles Austin Bates by S. C. Beckwith, the special representative, culminated two weeks ago in the filing of a petition in involuntary bankruptcy against the former, who paid under protest. The affair has given rise to considerable rumor and counter-rumor concerning Mr. Bates' solvency, and in an interview with a reporter for PRINTERS' INK last week he made the following statements:

"I sincerely appreciate the opportunity of speaking through PRINTERS' INK. This trouble began two or three months ago, when Mr. Beckwith presented a bill against me for about \$600, for space in various papers. According to our checking of the items, we were indebted for little more than half that amount. I wished to pay nothing but my actual debt, of course, but he insisted that he would have the whole claim or nothing. One of the papers listed proved to be in our debt upon investigation. The disagreement went into the hands of our attorneys and Mr. Beckwith brought a suit, which was subsequently discontinued. In the interim Beckwith's bills increased to about \$2,500. Finally we got together and talked over a plan for checking that would be mutually satisfactory. The thing was in a fair way to be settled when a Mr. Perfect, who runs a collection agency, came in one morning and said that he would file a petition in bankruptcy unless the total claim was paid that afternoon. After some delay and several repetitions this threat was fulfilled, when, upon the advice of my attorney, I arranged a settlement and paid \$2,000 on assurances that the action would be stopped and all publicity avoided. Beckwith and Perfect broke faith with me on this and there has been plenty of publicity.

"I don't care to say anything further about Mr. Beckwith. My attorney assures me that I have very good ground for actions against both Mr. Beckwith and Mr. Perfect. We'll see about that later. The novel use of the new bankruptcy laws will bear questioning, also.

"Now, regarding my solvency, I will say that I was not quite in position to stand the pressure which this suit has precipitated. My assets are several times my liabilities, but they couldn't be turned into cash in a few minutes. The increase in value of my West 43d street property alone would more than liquidate all claims against the advertising business, but it cannot be turned at once. In the past year we have spent between \$3,000 and \$4,000 each month in developing and getting new advertising. This expenditure has been amply justified by the business actually secured, but it was paying out real money and receiving in return mighty valuable stuff that could not be used as cash.

"Could I but have swung my collections into line there would not have been any trouble whatever. As it is, the suit and its consequences have been a bother, but I have not felt occasion for worry at any time. Rumor is the most distressing factor. In its time-honored fashion it has gone everywhere

and wrought damage that may take years to repair. Among other falsehoods it has spread is one to the effect that I have been speculating disastrously in Wall Street. Now, I may be several kinds of blamed fool, but I am not that kind. I don't speculate.

"Practically all of our accounts are good. The gross business for October, the heaviest month of last year, was \$77,000, against \$38,000 for 1900—an increase of 101 per cent. That is about the average for the year, and the handling of such an increase made money scarce. The advertising business, I find, is a perfect pariah in the commercial world. A dealer in dry goods can secure money by assigning accounts to a banker, for dry goods are visible property. The world of commerce has been dealing in dry goods since the flood, and knows their value. But the thing called advertising is so new, intangible and little understood among bankers that it is wholly impossible to negotiate it.

"About January 1, before the Beckwith incident came to a head, I went to Mr. Bryant, of the American Newspaper Publishers' Association, and asked him to go over the books and tabulate my assets and liabilities—if not as the secretary of the Association, then as a friend. The following schedule was prepared by him and certified under the seal of the Association:

## ASSETS.

Book accounts up to Jan. 1, 1902, considered good....	\$60,433.14
Payments received from Jan. 1, 1902, to Jan. 13, inc....	17,608.00
Cash balance, Jan. 13.....	10,000.00
Work billed from Jan. 1 to 13, not entered in ledger.	6,857.99
Book accounts not regarded as bad, but put down as doubtful .....	3,257.72
Accounts in attorney's hands \$6,080.35, estimated to produce .....	1,000.00
Furniture and fixtures, cost \$9,000, estimated.....	5,000.00
	<hr/> \$74,940.82

## QUALIFIED ASSETS.

Money advanced to electrotypers for work on hand to be delivered .....	\$974.48
Profit on work completed for foreign advertising .....	8,500.00
Exchange space owned by C. A. B. in various newspapers and magazines.....	100,000.00
Contracts for adv. to be placed with newspapers and magazines (mostly newspapers) during 1902.	410,000.00

## LIABILITIES.

Due newspapers and magazines .....	\$56,060.84
(Of this amount \$27,672.21 is due members A. N. P. A.)	
Other liabilities .....	3,789.06
	<hr/> \$59,849.90
Paid to newspapers and magazines from Jan. 1 to 13.	8,576.00

---

\$51,273.90

"Mr. Bryant has been my tower of strength in this trouble, and deserves a bright crown and a more than usual-

ly tuneful harp. I owe the Brooklyn *Times*, of which he is publisher, and he has been at great pains to let other publishers know that he is not worrying about the account. 'I don't even know what the amount is,' he has said, 'but I wish it were \$5,000 more, and Bates need not pay it until he gets ready.' I have secured extensions of credit upon notes at two, four and six months in the majority of cases. One of the most pleasant experiences of my whole life is the trip I made to Boston last week to arrange extensions with the dailies there. I was not personally known to any of the publishers, yet the treatment and terms given me were liberal in the extreme. It is known among the publishers generally that I have successfully devoted my efforts to getting wholly new business—that when I secure a contract it is not taken from another agency's business, but is from some one who has never advertised before. Therefore, publishers are mainly of the opinion that I ought to be helped to continue in this missionary work.

"The several branches of my business are separated in such a way that this trouble affects only the advertising agency proper. The Laxacola Company, organized last year, has paid all its bills up to the minute. It is so systematized as to require little more time or attention than a large account. In fact, we treat it as an account. The Bates Publishing Company and the Cabates Press are distinct corporations, part of the stock of the latter being held by the manager and the foremen of the press and composing rooms. Both are doing well.

"I do not apprehend any further trouble, either with creditors or collections, and I am quite sure of my ground when I say that I shall be fully paid up within a very short time. I need merely a little time and room in which to turn around.

"A pleasant feature of the difficulty is the fact that my customers are sticking right to me in spite of very strenuous pressure brought to bear on them by other agencies. I find that I have ten friends for every one I imagined I had."

NEVER forget that large undertakings are never accomplished without great risk—and often great pain and mental anguish.—*The Advisor*.

## BARS THE "COMMONER."

The Postoffice Department has excluded a part of the issue of William Jennings Bryan's *Commoner* from the privileges of second-class mail matter.

An order to this effect was issued because the department holds that, while Mr. Bryan may not be advertising an article, he is advertising a "theory," or "doctrine," which, it is held, makes him equally amenable to the law as if it were merchandise he was advertising by the free distribution of copies of his paper.

Mr. Bryan sent a circular letter to Senators and Representatives who had not subscribed to the *Commoner* explaining he would forward the publication to them free. This fact was recently called to the attention of the postal authorities by publishers who have suffered from the strict application of the rules defining second-class mail matter. Investigation by the department confirmed the report that a portion of the issue of Mr. Bryan's paper was being circulated free among members of Congress. A letter has been sent to Mr. Bryan by the department notifying him he will have to stamp all papers sent free to Congressmen or others.

It is in this communication that the department takes the position that, while free copies of the *Commoner* may not be distributed for the purpose of advertising goods, the fact that Mr. Bryan is using free distribution, it is claimed for the purpose of advertising certain "doctrines," brings that portion of the issue within the rules applicable to second-class mail matter.—*Baltimore Sun*, January 28.

## CITY WEEKLY IS PASSING.

The weekly edition of the big daily is passing. The New York *Herald* discontinued its weekly several years ago. The New York *Weekly Tribune*, which was once considered indispensable in so many homes, is gone, and the publishers are trying to establish in its place a literary weekly and an agricultural paper. There is but one answer to the cause of its displacement in the home. The country paper has so improved that it contains all the *Tribune* furnished and the local news besides. The ideal country weekly to-day is a better home paper than the *Tribune* ever was.—*Pointers*.

## The Washington Evening Star

will introduce an advertiser to more homes and reach more of the best class of customers in WASHINGTON than all the other papers published in the city added together.

**M. LEE STARKE, Representative,**  
Tribune Building, NEW YORK. Boyce Building, CHICAGO.

### SHOE-WEATHER NEWS SERVICE.

The location of this particular shoe store, as well as its proprietor's name, must be omitted. It stands upon the "off side" of a New York street. The opposite side, thronged every afternoon by crowds of shoppers, was occupied by a rival shoe store, which covered nearly a block. One block away was a busy shopping street, while in the other direction, five blocks away, was an important stream of the great river of retail trade. The store was in the tantalizing position described as "so near and yet so far."

About three hundred dollars per year was being spent in newspaper advertising when the proprietor consulted Samuel Jaros, the New York advertising specialist. Thirty and forty line ads in several papers ate up money ravenously, but seemed to bring few returns.

After some study of the situation Mr. Jaros decided that newspaper space in such quantities could not be made effective. So he drew a circle around the store upon a map of the city. From any point within this circle the store could be reached in five minutes. A list of all well-to-do business men within this circle was secured from an addressing company, care being had to get only the names of heads of firms. Those of companies were rejected. When it had been carefully sifted this list consisted of about one thousand names.

Then a series of mailing cards was prepared—or rather, several series. There were cards for rainy days, sunny days, slushy days, snowy days. In all, about ten distinct kinds of weather were provided for. Little matter was printed upon each one, but there was enough to call attention to the state of the weather, to mention the kind of shoe most suited to it, and to quote a price. If the day were fine the card said something about "Beautiful weather we're having, eh? Patent leather shoe weather par excellence." Or if it were cold or wet it said, "Are you sure that your shoes are water-

tight? Are they thick enough to keep your feet warm? Isn't it wisdom to look to the comfort of your feet on days like these? An ounce of shoe-sense is certainly worth several pounds of medical attendance."

Several lots of each of these cards were addressed and turned over to the porter who opened the store at five o'clock in the morning. His first duty was to forecast the weather and take a bundle of suitable cards to the nearest postoffice. By eight o'clock these cards were in the hands of the addressees, and each was wondering how the shoeman managed to keep pace with the morning papers on weather news. Each struck home, created thought, called attention to the firm and to all subsequent cards. The service was used four days a week, Mondays and Thursdays being omitted as "dull days." Later, it was enlarged and made to include such events as the French ball, Easter Sunday and other occasions calling for special footwear. But the weather was adhered to as the most remunerative topic. The home addresses of the one thousand business men were secured, and cards sent twice a week to their wives, talking in the same weather strain and cautioning them to have an eye to their busy husbands' footgear. Both lists were eminently successful in drawing a profitable side stream of shoe trade to the stagnant corner in which the shoe store was located, and it is probable that either one or both of them could be used to advantage in many other localities. For the small merchant in a city newspaper space in effective quantities is frequently out of the question, but with such a "scheme" as this he might spend a fair advertising appropriation with every chance for good return.

#### "USUALLY."

The young man who starts out with the idea that his character is his capital, and that his whole manhood is pledged for every dollar of indebtedness, will usually succeed.—*Success*.

NEVER pay any attention to croakers—it is the people with sunny temperaments who produce things and make life worth living.—*The Advisor*.



### THE LITTLE SCHOOLMASTER GETS A NEW PUPIL.

The editor of **PRINTERS' INK** told one of his artist understrap-

pers of the arrival of a new pupil, *Progressive Advertising*, of London, Eng. The artist sketched teacher and pupil as above.

### IN HAWAII.

National advertisers who held aloft from Hawaii last year made a serious mistake, the year was one of comparative prosperity. There was a time when "any old thing" would do, but close contact with the other world has made the purchasing public fastidious—they want the best that money can buy.

If your goods have merit you will readily find an open market.

You, as a national advertiser who wishes to get your goods before the public, realize that in order to do so you must keep your name and business before the people and not depend upon the jobber who may handle your goods, after that of two or three middlemen, to give your line such spasmodic publicity as may suit his convenience. Some goods are handled upon such narrow margins that it will not warrant. Do your own advertising direct and by the popularity of your goods command the market.—*Side Lights, Hilo, Hawaii.*

### TRUE.

The occasional ad is one of the very best methods by which to squander money. Continuous advertising, on the other hand, will bring ample returns for the money invested.—*Suggestions.*

### ODD MEXICAN PAPERS.

There is not printed in all Mexico what would be called in the United States a "newspaper." There are plenty of daily publications which are sold under the name of papers, but none of them pretend to contain any special news. If anything is brought to the attention of the editor he may publish some guarded allusion to it, fully half the time the person spoken of being merely identified by letters of the alphabet, as though they were problems in algebra. But the editor knows his business and he would rather leave out every item of news than have his paper suppressed and be himself sent to prison. And such punishment is the sure return for any unguarded remarks regarding the Government or private persons which might creep into his columns.—*Pittsburg Dispatch, Jan. 19.*

### IMPROVED POSTALS.

Firms having many small notes and messages to write sometimes resort to postal cards. The use of a plain postal card is not commercial; with your note head printed on the message side you dignify the postal card into a business letter.—*Payne's Promoter.*

## THE QUEEN OF THE RAILS.

NEW YORK CENTRAL & HUDSON RIVER  
R.R. CO. GRAND CENTRAL STATION.  
NEW YORK, Jan. 27, 1902.

Editor of PRINTERS' INK:

I hand you herewith copy of a letter I have just addressed to the *Western Editor*, Omaha, Neb., in reference to his article "Science of Railroad Advertising." I should be very glad if you would also correct the erroneous impression which his statement has given to the readers of your paper concerning the Empire State Express.

GEO. H. DANIELS,  
General Passenger Agent.

NEW YORK, Jan. 27, 1902.

"*Western Editor*," Omaha, Neb.:

In a recent article of yours entitled "Science of Railroad Advertising," you ask the question, "What American old enough to know the difference between black and white has not heard of the 'Empire State Express?'" Then you go on to say, "A great train, to be sure, but not a bit better nor a bit faster than other trains in the country that are not nearly so well known."

I beg to correct your impression of this train and to state what is a fact and what has been a fact for a long time, that the Empire State Express is the fastest regular long-distance train in the world. Two English trains undertook to break its record for regular runs, but after three weeks of experiment gave it up, the boards of directors of the two companies deciding that it would not pay them simply to hold the world's record, to run their trains at such a speed.

The Empire State Express has been running for more than ten years between New York and Buffalo. It now makes the run, and has for a long time, every day but Sunday, from New York to Buffalo, 440 miles, in 490 minutes, and over a portion of the line each day in carrying out the regular printed schedule it runs at a speed of 66.33 miles per hour.

It is a magnificently equipped train, its coaches being the largest ever built, with a seating capacity of 84 passengers each. It is also equipped with one of the famous Empire Kitchen cars, which is fitted up like a regular coach but has at one end of it a kitchen and the entire equipment of a dining car. It serves meals a la carte for the entire train and is a wonderful success. No other train in the world has ever equalled the Empire State Express when the distance travelled, the speed at which it travels and the capacity of the train is considered.

There is not one word of exaggeration or mis-statement in this, and I should be glad to have you correct your statement which is so misleading as to do your own paper, as well as our famous train, a great injustice.

GEO. H. DANIELS,  
General Passenger Agent.

REMEMBER that advertising will accomplish wonders, but it won't create a continuous demand for a poor article.—*Salt Lake Tribune*.

## THE DAYTON DAILY "NEWS."

DAYTON, O., Jan. 21, 1902.

Editor of PRINTERS' INK:

I note with more than passing interest the list of papers you have selected to cover eight States in the Ohio basin and lake region. This list in Ohio is good so far as it goes, but I am very strongly of the opinion that you are overlooking one of the very good papers in Ohio, namely, the *Dayton Daily News*.

Dayton is a city of 100,000 people. It is the greatest traction center in the State of Ohio, and one of the greatest in the West. There are 150,000 people in the small towns directly connected with Dayton by traction lines furnishing a service every thirty minutes or less.

This district about Dayton is one of the richest in the United States. There are fewer financial failures and fewer "shut-downs" in the factories than are reported anywhere in the country.

The tobacco product alone makes this an unusually prosperous community. During the Spanish war the tobacco grown in this section of the country was conceded to be the best substitute for the genuine Cuban leaf to be found in the United States, and there is over a million dollars' worth of this product marketed in this city annually.

The *Dayly News* thoroughly covers this entire territory. It prints several editions daily, which go out on these various steam and traction lines—fourteen in number—and furnishes the news in advance of all its competitors. This territory is not and cannot be covered by Cincinnati, Cleveland, Columbus or Toledo papers nearly so quickly as it is by the *News*, for the reason that they must all come to Dayton to be distributed, and as the *Dayly News* furnishes the very latest telegraph news possible to secure by a double wire Associated Press service, and is equipped with fast presses, it is enabled to print from two to three hours' later news, and then go out ahead of any other paper that comes to Dayton for distribution.

In fact, so effective is the *Dayly News* in this territory, that Cincinnati papers, which have in former years operated Dayton editions and had as high as 8,000 or 9,000 circulation in this territory, are satisfied now to secure a small street sale of 30 to 40 papers a day.

C. M. BATT.

## SHOULD BE 4,513 COPIES.

NEW YORK, Jan. 23, 1902.

Editor of PRINTERS' INK:

We respectfully call your attention to a typographical error in the circulation rating of the *Insurance Press*, given on page 24 of the January 22 issue of PRINTERS' INK. Please look up the detailed statement on file in your office.

Yours truly,  
THE INSURANCE PRESS,  
By C. A. Webster.

ACCORDING to Bradstreet's nearly 80 per cent of the concerns that fail in business are those which don't advertise.—*Newark Advertiser*.

# A RECORD OF CIRCULATION EVERY DAY FOR A QUARTER CENTURY.

TORONTO, Ontario, Jan. 18, 1902.

## Editor of PRINTERS' INK:

I inclose you a page torn from a little booklet showing our average circulation since the paper was established in 1876. I am doing this because in an issue of your valuable paper about six months ago you cited some daily newspaper in the United States as being the "only" paper which had published a like statement from the beginning of its lifetime.

YEAR.	POPULATION OF TORONTO.	AVERAGE DAILY CIRCULATION OF "THE TELEGRAM."
1876	71,693	1,790
1877	67,386	3,610
1878	70,367	6,583
1879	73,813	8,532
1880	75,110	10,865
1881	77,034	13,170
1882	81,373	14,366
1883	86,585	14,512
1884	99,131	15,373
1885	105,011	17,364
1886	111,800	16,419
1887	118,403	18,333
1888	126,169	21,188
1889	144,055	20,913
1890	160,141	21,700
1891	167,439	20,857
1892	170,651	19,478
1893	169,099	19,438
1894	167,683	19,887
1895	174,319	21,118
1896	176,888	21,930
1897	178,185	22,467
1898	183,172	24,095
1899	186,517	24,517
1900	192,907	25,144
1901	220,000	27,546

Mr. J. Ross Robertson has from the very first day of its publication invited an inspection of his books by advertisers, and any newspaper in this country can tell you what a successful paper he has made by rigidly adhering to some of the simple axioms of the newspaper publishing business.

THE EVENING TELEGRAM,  
Alf. Wood

## SHOULD BE 52,272 COPIES.

PITTSBURG, Pa., Jan. 22, 1902.

## Editor of PRINTERS' INK:

Inclosed find page from this week's issue of PRINTERS' INK giving the circulation of the different Pittsburg papers. You will notice they have the Press in daily for 25,000 and the Sunday for 35,000, while the American Newspaper Directory for 1901 gives us credit for 52,000 daily. There is a possibility that the figures have been transposed in the above statement. Please look it up. Yours very truly,

PITTSBURG PRESS PUBLISHING CO.

## BRAINS, MONEY AND PRINTERS' INK.

By spending money to obtain it—by the use, first, of brains, then money in printers' ink. The mail order business is in its infancy; it isn't even in its youth. Just think, it wasn't thought of thirty years ago, and now the successes of many are inducing hundreds to go into it. The man who wishes to build up a mail order business can only do so by the generous and continuous expenditure of money. It must flow in a liberal manner for weeks and months, possibly for years.

## FEELS "CHESTY."

FREDERICK STEARNS & COMPANY.  
Manufacturing Pharmacists.  
DETROIT, Mich., Jan. 22, 1902.

## Editor of PRINTERS' INK:

They say I have been "chesty" ever since PRINTERS' INK reproduced one of our advertisements from *American Medicine* and commented on it favorably.

Possibly a certain amount of chestiness would be pardonable, in view of PRINTERS' INK's standing as the recognized authority. However, the advertisement in question merely exemplifies an attempt to make practical application of four years' careful study of the weekly precepts of the Little Schoolmaster—a journal which has been indispensable to me ever since I took up this line of work. Very truly yours,

J. W. T. KNOX.  
Manager Adv. Dept.

## THE SENECA "DISPATCH."

S. C. WOODRUFF, Publisher.  
SENECA, Mo., Jan. 25, 1902.

## Editor of PRINTERS' INK:

You may state in PRINTERS' INK that I will grant space in the *Dispatch* to young adwriters who desire to prepare a competition ad.

S. C. WOODRUFF.

THE merchant who says he will advertise when business gets better always wonders why he is a failure.—*Salt Lake Tribune*.

## Classified Advertisements.

Advertisements under this head (no lessor more, without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

MAKE \$6 weekly with passes to all shows. Plan 10c., cir. free. POINTS, 104 Fla., Boston.

WANTED—I want a position as artist and cartoonist. D. R. HIX, Troy Press, Troy, N.Y.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED negotiate with good firm desiring to open office in St. Louis by reliable man. Address A. W. MUNDT, 227 W. Wash. St., Indianapolis, Ind.

I AM an experienced advertising man, both in newspaper and commercial work, and would like to hear from some concern desiring a hustling, capable man with ability to produce results. Address "ENERGY," care Printers' Ink.

THE FINANCIAL INQUIRER is a very valuable publication for investors. \$3 pays a year's subscription, with all the benefits of a commercial agency. Agents wanted on a commission everywhere. Correspondence invited. 55 Liberty St., New York.

WANTED printers to save money, time and trouble by using the McGinty Patent Adjustable Feed Guide for job presses (no quads or stick pins) and the McGinty Newspaper File and Binder. Save their price every month. Satisfaction guaranteed. Write for descriptive booklet. MCGINTY FILE & GAUGE CO., Doylestown, Pa.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of pr. 31. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.



## FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free.  
SHAW-WALKER, Muskegon, Mich.

## NAMES FOR SALE.

**NAMES** of 9,000 Georgians, just compiled. \$5 gets the bunch. NEWS, Tennesse, Ga.

## ADDRESSING MACHINES.

**MYERS BROS.** Label-Pasting Addressing Machine, \$30. P. O. Box 443, Philadelphia.

## ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.** Wood Engravers, 10 Spruce St., New York. Service good and prompt.

## PAPER.

**IF** you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. BASSITT & SUTHER, 45 Beekman St., New York City.

## TO LET.

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$500, \$250, \$400, respectively. Apply to GFO. P. BOWELL & CO., owners, on the premises.

## PRESS CLIPPINGS.

**UNITED STATES PRESS CLIPPING BUREAU**, 153 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

## COLLECTIONS.

**COLLECTIONS**, wholesale or retail, made anywhere. Our system gives these matters constant and persistent attention. Write for booklet. BUELL & HANKS, Attorneys, Madison, Wis.

## BUSINESS OPPORTUNITIES.

**COUNTRY ADVERTISING**—12 pages and cover, monthly; full of interesting advertising news, comments and suggestions for the retailer; \$5c. a year, cash or credit. BOX 52, Grenoble, Pa.

## HELP WANTED, MALE.

**WANTED**—Young man as assistant to advertising manager for manufacturing house. Must be posted on advertising and printing. State experience and salary desired. Good chance for the right man. Address "W. A. C.," care Printers' Ink.

## MISCELLANEOUS.

**SHOE dealers**, advertise to put \$50 and \$100 bills in shoes. Write us for particulars. It's a trade getter. CHAS. D. BARKER, Atlanta, Ga.

**SHOE dealers**, put a \$50 or \$100 genuine Confederate bill in shoes. It catches trade. For particulars write CHAS. D. BARKER, Atlanta, Ga.

**ELECTRIC LITERS**  
Ready for connection.  
BAKER, the Sign Man,  
Philadelphia.

**PURE WHISKY**, our Kentucky distillation, direct from distiller to consumer. Twelve years old, \$3 gallon. I enclose money order to F. CYNTZ BROS., Distillers, Mayville, Ky.

**SHOE DEALERS**, attention! Send for our folder, telling what algam is and does. Prominent wholesalers recommend it.

SEED MFG. CO.  
12 Centre St., New York.

**DON'T** charge those old accounts to profit and loss until you try my "Detective Letters." One client says: "Spent hundreds of dollars on collecting agencies, but received more money from your letters than from any other agency." Just mail them, that's all; sure and quick returns. Send \$1 for neat pad of fifty mailed to your address. E. A. WAITE, Glens Falls, N. Y.

## COIN CARDS.

**KING COIN MAILERS**, Beverly, Mass. Samples free. \$1.00 per M in large lots.

## SUPPLIES.

**THIS** paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 15 Spruce St., New York. Special prices to cash buyers.

## ELECTROTYPES AND STEREOTYPES.

**ELECTROTYPE** or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

## ORIGINAL DESIGNS.

**ADWRITERS**, illustrate your ads. Original designs double value of advertising space. Original sketches submitted free. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

## ADVERTISING NOVELTIES.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**GREAT** advertising novelty for retailers. If you are looking for something good and cheap, send ten cents in stamps for sample with prices. MAHONING NOVELTY CO., Big Run, Pa.

## BUSINESS CHANCES.

**TO PUBLISHERS**—For sale, Canadian monthly ladies' publication, established twenty-three years, having circulation of 20,000 to actual subscribers. Subscription price \$1. Fair advertising patronage. Proprietor retiring. Price \$10,000 cash. Plant, if required, very cheap, consisting of two Campbell presses, two typesetting machines, one folder, stichler, display type. BOX 228, Globe Office, Toronto, Canada.

## FOR SALE.

**HALF** interest in daily, growing Calif. town of 10,000, cheap. Box 925, San Bernardino.

**\$5**, \$10, \$20 genuine Confederate bills, 5c. each. CHAS. D. BARKER, Atlanta, Ga.

**\$500** GENUINE Confederate money, only 25c. CHAS. D. BARKER, Atlanta, Ga.

**15** DIFFERENT canceled genuine Confederate bills for 25c. Address CHAS. D. BARKER, Atlanta, Ga.

**GENUINE** war papers, containing war news of Civil War, 25c. each. CHAS. D. BARKER, Atlanta, Ga.

**FOR SALE**—Cheap, one good cardboard cutting shears. Length of blades 28 inches. WM. SUYDAM, 22 Union Square, New York City.

**FOR SALE**—A weekly paper in a mountain town, doing a good cash business. Price of plant \$1,000. Terms easy. Address NORTH PARK UNION, Walden, Colorado.

**FOR SALE**—Cheap, one Rugles hand press for printing envelopes and business cards. Size of chase 24x33 inches. WM. SUYDAM, 22 Union Square, New York City.

**UNUSUAL** opportunity for newspaper man to step into established paper in good town, New York State; Republican paper; about \$5,000 necessary. Address "I.," care Printers' Ink.

**\$500** CASH, balance secured, for bright 8-page weekly, one hour from New York. Complete plant and power. Job work excellent and growing. Unusual opportunity. Best of reasons for selling at once. "NEWSMAN," care Printers' Ink.

**EVERY** issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.



NEWSPAPER BROKER.

MAKE your wants known - to know them is to supply them. Original methods of A. H. SMITH, Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrolyte metals in the world. (Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspapers. Prompt. Out-of-town work done carefully as city. RAISBICK ELECTROTYPE CO., 34-36 Vandewater St., N. Y.

MAILING MACHINES.

THE MYERS MAILER; weighs one pound; price, \$10; P. O. Box 449, Philadelphia.

REV. ALEX. DICK MATCHLESS MAILER, the lightest on the market, only \$12. F. J. VENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

CARBON PAPER.

WILL exchange Carbon Paper for advertising. WHITFIELD CARBON PAPER WORKS.

TYPEWRITING Carbon Paper in perforated books of 25 sheets delivered in your office for 75 cents. WHITFIELD CARBON PAPER WORKS, Red Bank, N. J.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. City.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

HALF-TONES.

75 C. Newspaper half tones mounted. KNOX-VILLE ENGRAVING CO., Knoxville, Tenn.

GOOD copper half-tones, s. c. 80c. Something new. MAIL CUT CO., 112-114 N. 9th St., Phila.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER half-tones. We make the best. Others may make the cheapest. THE STANDARD ENGRAVERS CO. OF NEW YORK.

BOOKS.

FREE TO SHOE DEALERS. We will send our book, "One Hundred Shoe Advertisements," to any shoe dealer for examination. If same is what you want, send us one dollar; if not, return the book. GEO. R. SYBERT & CO., Columbus, Ohio.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the finest and handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar. -Caxton Caret.

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

SIGNS, SHOW CARDS.

HAND-PAINTED price tickets that attract, convince, sell goods. Every good kind. Ask for samples on your letter-head. C. B. JONES SHOW CARD CO., Rockville, Conn.

ADDRESSES.

ADDRESSES of bona fide residents and taxpayers of Salt Lake City and county. Utah. Information Bureau, City and County Building. "REFERENCES," Salt Lake City, Utah.

BUSINESS NECESSITIES.

TO KEEP TAB in my mail-order business I had to have a perfect record, showing on one page at a glance each day's business for one full year derived from every magazine or paper in which my ads were running. I couldn't find such a chart or record anywhere, so I made one myself. It is perfect. It shows you what replies and cash you receive each day from each ad; keeps a record of change of size of ad; change of key; change of price, etc., from day to day and month to month, for one year and all on one page. You'll want it. Send me a two-cent stamp and I'll send you one chart free. It is copyright. Address SIDNEY FLOWER, 1 The Auditorium Building, Chicago.

PRINTERS' AND PUBLISHERS' METALS.

INQUIRY among publishers and printers who are using the Blatchford Metals - in the stereotype room for the linotype or for electrotyping - satisfies us that these goods are of quite superior quality. Each is an alloy blending in just the right proportions the different metals required for the best results. The manufacturers, E. W. BLATCHFORD & CO., 70 N. Clinton St., Chicago, have the facilities and are most favorably located for rendering best value to their customers. Retaining long-wearing qualities in their metals, they combine with that desideratum a degree of easy flowing that must please every printer or publisher who gives their products a fair test. -Newspaperdom.

PRINTERS.

ENVELOPES, noteheads, billheads, statements, circular cards, etc., printed, 75c. for 500. STAR PRINTING OFFICE, Atlanta, Ga.

5,000 NOTEHEADS, \$4. Good paper, good printing. Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.

SHOE dealers, remember cheapest place in Southern States to get your shoes is at STAR PRINTING OFFICE, Atlanta, Ga. Samples sent free.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

1,000 NOTEHEADS, statements or type-writer letter-heads neatly printed, \$1.50; 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. R. MCGREGOR, Princeton, Ky.

BETTER PRINTING for the same money, or as good printing for less money. Send sample of what's wanted. If I don't give better price than you ever received, don't order - that's all. F. WILLCOX, Printer, Hamburg, New Jersey.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the page. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers - the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. PRINTERS' INK PRESS, 10 Spruce St., New York.

## ADVERTISING MEDIA.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**THE GOLFER**, Boston. Oldest golf publication in America.

**HARDWARE DEALERS' MAGAZINE**, sample copy 10 cents, New York-City.

**TO** reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

**30** **WORDS** 10c.;  $\frac{1}{2}$  of 6x9 page, 50 cents. **THE MEDIUM'S MAGAZINE**, St. Louis.

**40** **WORDS**, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,500.

**A** **POSTAL** card request will bring sample copy, **ADVERTISERS' GUIDE**, New Market, N. J.

**R** **EACH** the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**A** **NY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**MODERN MEXICO**, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

**C** **IRCULATION** 100,000 copies unconditionally proven. Rate 40c. a line. **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind.

**THE SCHOOL EMBLEM**, New Egypt, New Jersey, is one of the best educational mediums. Five thousand circulation. Your 5-line ad only 20 cents.

**THE** peerless advertising medium, **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind. 100,000; 40c. a line. Send for copy of "Results."

**V** **IAN** **SUN**, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WELKS & CHAPMAN**, publishers, Vian, I. T.

**UP** **TO** **DATE FARMING AND GARDENING**, Indianapolis, Ind., has the largest circulation of any agricultural paper west of Ohio, and we furnish the proof.

**A** **DVERTISERS** wishing to reach the prosperous people of Tidewater Virginia and Eastern North Carolina, send for sample copy of **THE CRITERION**, Norfolk, Va.

**4** **PER** **CENT** of sales is what it cost a manufacturer of agricultural implements to advertise in **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind. 100,000 proven; 40c. a line.

**O** **NLY** 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

**THE** **GOOD NEWS**, best Biblical Healing medium published; 7,000 circ'n. Reject ads of medicine, spiritualism, magnetism, astrology and fakes. \$1.50 inch. **GOOD NEWS**, Columbus, Kan.

**I** **F** you want to reach the people of the most prosperous county and the most prosperous section of the Carolinas use the **TIMES DEMOCRAT**. It leads all others of its class. **W. C. DOWD**, Publisher, Charlotte, N. C.

**I** **F** you want to reach the people of Catawba and adjoining counties use the **Hickory DEMOCRAT**. It is credited with a larger circulation than any other paper in Catawba County. **W. C. DOWD**, Publisher, Charlotte, N. C.

**THE** **FLORIDA FREE PRESS**, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

**THE** **CHARLOTTE NEWS** has the largest circulation in the most prosperous city in the most prosperous section of the Carolinas. It has a larger circulation than any other afternoon paper in the State. **W. C. DOWD**, Publisher, Charlotte, N. C.

**KEY WEST, Florida.** Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 3 fol. pages. Only 90 miles from Havana, Cuba. **J. T. Ball**, Mgr.

**PEOPLE** who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. **M. C. MORRIS**, Proprietor.

**THE PULASKI (N. Y.) DEMOCRAT**, est'd 1850; Republican; published every Wednesday morning; eight pages, seven columns to the page; length of columns, 32 inches; subscription \$1.50. Inquiries for rates promptly honored. **BYRON G. SEAMANS**, editor and publisher.

**THE** **Rice** **Box**, of Louisiana is thoroughly covered by the **Crowley DAILY NEWS** and the **RICE BELT NEWS** (weekly). Mill, drainage, deep well, pumping and agricultural machinery advertisers can secure good results from these papers. Rates on application. **THE NEWS**, Crowley, Louisiana.

**THE** **Wrightsville TELEGRAPH** is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

**A** **FFIDAVIT**—**I. E. P. Boyle**, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. **E. P. ROYLE**, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. **S. E. TRACT**, Notary Public in and for Harris County, Tex.

**MR. SHOEMAKER**—Are you familiar with **AMERICAN SHOEMAKING**, an illustrated weekly magazine of practical and instructive ideas? Treats of the making of a shoe—dissects different shoes, illustrating parts, giving codes, etc. A valuable journal for practical men. Sample copy, describing a dissected shoe, for 5 cents. **AMERICAN SHOEMAKING**, 143 Federal St., Boston.

**THE** **COOKING CLUB**, Goshen, Ind., is the only culinary publication practical for use of families with limited incomes. Reaches the consumer. Edited by every-day cooks for every-day cooks. New recipe book every month. New design, illuminated cover every month. Lasting medium, because every issue is kept for reference. Circulation exceeds 23,000; rate, 10 cents a line. Popular price, 50 cents a year.

## MAIL ORDER.

**B** **EFORE** starting your mail-order advertising, write **SMITH**, Box 1990, New York.

**B** **OOT** **AND** **SHOE** **DEALERS!**  
Do a mail order business.  
Immense Sales.

Send 10 cents to  
**THE MAIL ORDER JOURNAL**  
and we will send you the paper for three months as a trial subscription. You should investigate the vast possibilities that lie for you in the mail order business. For what to do and how to do it, read the **MAIL ORDER JOURNAL**: 64 to 73 pages monthly; \$1.00 per year.

**LOUIS GUENTHER**, Publisher,  
Room 23, 34 Adams St.,  
Chicago, Ill.

## PUBLISHING BUSINESS FOR SALE.

**I** **N** buying a Magazine, Trade Paper or other publication one is about twice as likely to do well by buying through my office as he would be in buying direct. For two heads are better than one, and mine is used all the time in studying what there is to be had in the way of periodicals on which the buyer can make money.

As it is your business to publish, it is mine to know what desirable papers are available at a proper price. I am entirely disinterested as between different properties, for my brokerage, paid by the seller, is uniform on all sales of like amount.

The thing to do is to write me fully what your desires are.  
Open my own mail. **EMERSON P. HARRIS**, Broker in Publishing Businesses, 233 Broadway, New York.

**PREMIUMS.**

**THE COOKING CLUB**, Goshen, Ind., is a winner for publishers offering clubbing rates to gain new subscribers or collect delinquencies. Only culinary magazine published practical for families of moderate means. Subscription solicitors will find our proposition interesting.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. F. MYERS CO.**, 45-56-52 Maiden Lane, N. Y.

**ADVERTISEMENT CONSTRUCTORS.**

**10** **GOOD** sensible shoe ads, **\$1. BERT HARRIS**, Iola, Kansas.

**W**AGENSELLER writes ads, circulars, folders and booklets. See ad below.

**EDWIN S. KARNS**, writer and promoter of profitable advertising, **A 571 E. 43d St.**, Chicago.

**THE** ads and advertising literature written by **GEO. W. WAGENSELLER, A. M.**, Middleburgh, Pa., bring business.

**HERRICK**, Ad-Scribe, Watertown, N. Y., has an interesting advertising proposition for the boot and shoe dealer. Write for it.

**TO** prove ability I will write two crisp ads for your business, for \$1, cash with order. Shoe ads a specialty. **"PETER PITT,"** Westminster Hotel, Boston.

**MY** weekly ad service costs \$5 a year, cash with order. More than 50 per cent of my ads have been successful. **F. W. DECKER**, Box 225, Atlantic City, N. J.

**A** TRIAL order placed with **GEO. W. WAGENSELLER, A. M.**, Middleburgh, Pa., for advertising literature always results in more business both for the advertiser and for Mr. Wagenseller.

**ADVERTISEMENTS—BOOKLETS—CIRCULARS—Written on approval.**

**WM. W. LYON**, 37 Weybosset St., Providence, R. I.

**FOR** \$1 I will send, postpaid to any address, a book of ads that will sell shoes. Fifty-two ads in the book—nine years' experience at shoe advertising in them. I am pretty sure you would like a book. Money back if you'd rather. **JOHN R. FIERDON**, Sarnia, Ont.

**AD** CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

**AD** WRITERS and designers should use this column to increase their business. The price is only 2 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

**CUSTOM** ads at ready made prices. **C. B. PERKINS**, 33 Globe Bldg., Boston.

**WE** do advertising work for two classes of men: those who know just what they want, and so order; the others tell us about their business, what they want to accomplish, how much will be spent to do it, and then leave the details to us.

We plan, write, illustrate and print, booklets, folders, mailing cards, and the like.

We do work that is characteristic, original—effective.

**L. H. SLAWSON & CO.**, Advertising men, Transit Building, New York.

**IF** this catches the eye of a wide-awake business man, who appreciates the value of a specialist in advertising just the same as in law or medicine, but whose business is not large enough to require all the time of an advertising man, let him write to me. Life is too short for me to preach the importance of the specialist in advertising, but those who know and appreciate the value of such services are invited to correspond with me on the subject of advertising.

I write ads, circulars, form letters, booklets and all kinds of high-class advertising literature for wholesale or retail business.

I will also contract to attend to all the advertising problems of a merchant or any advertiser by the month or by the year at the most reasonable rates. The rate will, of course, depend upon the amount and character of the work. If you want your advertising matter to sell your goods, ask Wagenseller about it. Tell him what you need and want and he will make you as low a rate as skill can afford to do it. **GEO. W. WAGENSELLER, A. M.**, Middleburgh, Pa.

**I** MAKE CATALOGUES, BOOKLETS, PRICE LISTS, FOLDERS, CIRCULARS, MAILING CARDS AND SLIPS, CIRCULAR LETTERS in series, NEWSPAPER, MAGAZINE and TRADE JOURNAL ADVERTISEMENTS; in short, COMMERCIAL LITERATURE in all of its many possibilities, and I write up the subject matter from notes furnished me, often from very meager ones.

**BUT**

I do not know all about anything—do not even suspect myself of it—and this unique state of affairs covers the minute details of **YOUR BUSINESS**, for which ignorance I offer no apology. I do, however, know just a little about several things, including how to set about hunting up facts that, for the good of my client, I should know considerable about. Oh, yes! I'm both **FALLIBLE** AND **FINITE**, but to those who write me in a manner suggestive of possible philanthropy, and for this reason, I have very few regular clients who were not gained by **HAVING FIRST SEEN** some bit of work made by me for some one else. Postal cards always suggest to me either an idle clerk or office boy or some one with nothing but a "curiosity" to be treated, and they quickly reach a willow friend of mine ever close at hand. Perhaps you are now incubating some new bid for public notice! If you would care to have it—well, say **"DIFFERENT"** it might pay you to write me about it—it might. I'm rather given to making unusual things—**"funny"** things **NEVER**. **FRANCIS L. MAULE**, No. 1, 402 Sansom St., Philada., Pa.

# AT THIS OFFICE,

## 10 SPRUCE ST., NEW YORK,

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

## RECEIVE AND FORWARD

advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 5, 1902.

At the convention of the Association of American Advertisers, held on January 29th and 30th, at Delmonico's, New York City, Mr. F. L. Perine, the vice-president, offered the following resolution, which was passed unanimously:

It is the sense of this convention that the labor expended and the statistics obtained by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been invaluable to advertisers. Although their definition of circulation, which is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

ARTEMAS WARD, of Spotless Town (L. I.) is of opinion that the American Newspaper Directory is too exacting, by half, in its requirements in the way of newspaper circulation statements. The Association of American Advertisers, on the other hand, through its executive committee, voices the decision that the Directory is by no means as exacting as it ought to be in gathering and accepting information whereon circulation statements may be based. The Directory editor, meanwhile, is ground "exceedingly fine" between the upper and the nether millstone: i.e., Ward and Perine.

ADVERTISING is a business that makes business.

POSITION may possess a value, but most of it costs a great deal more than it is worth.

No matter what you pay a certain paper for advertising, if it brings a fair profit it is cheap.

TRYING to do business without advertising is like trying to navigate a ship without a compass.

A THOROUGH knowledge of a business is essential before one can write effective announcements advertising that business.

THE average sales of the Milwaukee *Sentinel* for December last exceeded 30,000 copies for both the daily and the Sunday issues.

No matter how good your advertising may be, results will not be satisfactory unless your advertising is backed up with a good system.

It would be far better to omit the illustration altogether and use well arranged type than to show a picture that does not do full justice to the article advertised.

THE Chicago Sunday *American* at the present time has a sale of more than 4,000 copies in the city of Cincinnati. No other Chicago Sunday paper comes anywhere near this figure.

THE best general advertisers are oftenest found using the highest-priced and most unbending mediums, paying the stiff prices they demand with alacrity. It is only the short-sighted advertiser who vainly demurs at the rates of such mediums.

THE visit of Prince Henry is one of the best advertisements that the United States has had since the Civil War. The fact that the Emperor of Germany has opened an account with Uncle Sam will be brought home to all the nations of the earth, and with a vigorous "follow-up" campaign the trade in yachts and other novelties ought to be appreciably accelerated during the next year or two.

THE best paper is always the cheapest.

ARTEMAS WARD is of the opinion that the writer who treated "Street Car Cards" in a recent issue of PRINTERS' INK was—well, misinformed—when he said that the Spotless Town series contained the only car cards that ever rose above mediocrity. Mr. Ward remembers having done several other very good things himself.

LEVER BROTHERS, 111 Fifth avenue, New York, send out a small booklet advertising Life-buoy Soap, the latest comer in this field of publicity. The pictures used in these ads are notably "advanced," combining real artistic beauty with strong advertising and printing qualities. The booklet is of very high order, containing directions for putting the new soap to many unique uses, testimonials from patrons and physicians and other pertinent matter.

MR. PORTER's campaign in London seems to be bearing fruit. The *Evening Post* recently contained a five-inch double column display ad offering four houses to any American firm which would sublet them to persons desiring to view the coronation procession of King Edward on June 26. A cut of the houses was printed, and the fact that they are upon the site of Marshalsea Prison, made famous in Dickens' "Little Dorrit," was added by way of whetting the Yankee tourists' appetite for the romantic and historic.

ACCORDING to, the *Book and Newsdealer*, Street & Smith have taken the first steps toward suing the postoffice department for a rebate of postage which they claim was illegally exacted from them upon their libraries when the latter were excluded from second-class privileges. They tendered these libraries at second-class rates and upon refusal paid postage at third-class. It is thought that this action will compel a decisive opinion from the courts upon the proper construction of the laws regarding special matter.

IN retail advertising the success of the advertising depends far more on store management than it does on the mediums used.

"The Board of Trade Journal," edited by the Commercial Department of the Board of Trade, London: printed for his Majesty's stationery office, and to be purchased either directly or through any bookseller, price one penny," is the title of a weekly magazine regularly issued by the British Government for the purpose of disseminating information regarding commercial opportunities of value and importance to citizens of the United Kingdom. Some information about this publication and the office through which it is issued is especially interesting at the present moment when the question of additional aids to foreign commerce is under consideration. The publication in question is a magazine of about fifty pages and contains condensed information from all possible sources regarding trade opportunities, the chief head on its opening page being "Openings for British Trade."

ONE is at once impressed with the fact that the Germans have been quicker than other nations to take advantage of improved machinery and methods. An inspection of our exports to Germany in the last half-dozen years shows an extremely satisfactory increase in our sales of manufactured goods, but an analysis of the character of those manufactures brings out the fact that a large part has been in labor-saving machinery, whose economics have at once been turned, against us. There are some shops in Germany that are quite as admirably fitted with modern machinery as would be corresponding shops with us; and with such superior equipment, and with labor costing little if any more than half what our labor is paid, the German manufacturer will make us look to our laurels.—From "The American 'Commercial Invasion' of Europe," by Frank A. Vanderlip, in the *February Scribner's*.

THE advertiser who uses none but daily papers can't miss it very far.

A CORRESPONDENT of the New York *Sun* has been making some instructive experiments with various kinds of return envelopes. "For a long time I have been making a business proposition to firms all over the country," he says. "My inquiry related to goods that I had to sell. I find that if we use a Government stamped envelope that, of 100 sent, 85 or 90 will be returned. If we inclose an envelope to which we have affixed an ordinary stamp, about 50 in 100 will answer. If we put in a stamp loose, hardly 20 will reply. This shows that it is easy to confiscate the loose stamp; that it is some bother to steam off the attached one, though a good many seem to do it; and, finally, that when you mail an envelope with your address and stamp both printed on it, they cannot use the stamp, and, as a rule, will send you a reply. My advice is to always use Government envelopes. They are better in every way."

OUTSIDE the drug store—the store of J. Milhau's Son—at No. 183 Broadway, New York, you may read the announcement: "We give you just what you ask for." We are glad to seize upon this occasion to pay a tribute to this motto, and, incidentally, to point out a dishonest and very common practice among merchants—that of substituting one article for another. One business man devotes all his energy, his money and his time to building up the reputation of a certain article. He enables the retailer to make a large profit, and he spends his money that customers may be plentiful. When a customer asks for the article in question it is dishonest to say to him: "Don't buy that. We have something else just as good and much cheaper." If the merchant has something good and cheap of his own, let him sell it to his customers by all means. But let him not steal the trade of a man whose energy helps to build up his business.—*N. Y. Evening Journal*.

*Boyce's Hustler* in a recent issue claims that more advertising is handled in the Boyce Building, Chicago, than in any other building in the world. A man, who says he knows, scouts this statement, asserting that more advertising is handled any day in the Tribune Building, New York, than in any Chicago building in a whole month.

THE best illustration is not necessarily a picture of the article exploited. Frequently the article makes an unattractive picture. A belt gains by having a woman in it, but it is impossible to use any accessories that will add to the illustration of a handkerchief or a whisk broom. The secret of effective advertising through pictures is that of knowing when a cut of the article ceases to illustrate. Then it is time to use pictures that will attract without reference to the article at all. For this purpose nothing is so perennially potent as the picture of a pretty woman.

THE best advertising of the present day shows a disposition to be moderate in assertions. Advertising language is being tempered, and the grandiloquent statements that were common ten years ago are being abandoned to advertisers of the "fly-by-night" species. In an ad there is always a tendency to use such phrases as "Twenty-five years of supremacy in the construction of super-excellent wheelbarrows has established the Excelsior in an enviable position." The wheelbarrow salesman, by word of mouth, says to a customer: "We've been at it twenty-five years, now, and we've been all through the mill—see? That's why we never fall down on material or workmanship." The more thoughtful adwriters know that such off-hand phrases have more vitality than the stilted rhetoric of the older kind, and while it is not possible to print them verbatim, they seek to incorporate their strength with the better grammar of written language. The result is a "happy medium," which is at once chaste and convincing.



"BOLDNESS in business is the first, second and third thing," saith an old proverb. Boldness in advertising goes quite as far. All successful advertising has in it some disregard of precedents, coupled with originality and individuality of method. "Courage consists not in hazarding without fear, but in being resolutely-minded in a just cause."

INTELLIGENCE offices have always been liberal advertisers, but now, according to the watchful *Sun*, they have added a follow-up system. "It has got so now that agents of the intelligence offices in some towns go from door to door making personal inquiries of the servants as to whether they are suited in their places. If not suited, the servant is assured that the intelligence office can secure another place at once." The system might be amplified to include "the lady of the house," thus making one call serve as a solicitation for two orders.

THE New York *World*, in its issue of January 27th, makes the following statement:

The lead of the *World* over every competitor—morning, evening, Sunday—in net paid regular city circulation is now nearer 700,000 copies a week or 3,000,000 copies a month!

to which the New York *Journal* editorially and otherwise takes exception. In a display ad under the heading, "Prove Your Lie and Get \$30,000," the *Journal*, in its issue of January 30th, says:

First—The *Journal* wagers \$10,000 that the *World's* statement is a lie.

Second—The *Journal* wagers \$10,000 that the net paid circulation of the *Journal*, all editions, in New York City, is greater than that of the New York *World*, all editions.

Third—The *Journal* wagers \$10,000 that the *Journal's* net paid circulation, all editions, out of New York City, is greater than that of the New York *World*.

The \$30,000 proceeds of this wager to go to any charity selected by Mayor Low.

The Association of American Advertisers, being in convention assembled at Delmonico's on January 30th, offered their services to investigate the circulation claims of both papers if permitted to do so.

What a splendid opportunity to show up or shut up!

MUCH obliged to the *Griddleman*. As far as the creation of "manifest absurdities" is concerned, the *Griddleman* stands head and shoulders above any one else. Another form of attracting attention, of course. Come again.

It is perhaps of interest to state that among the competitors for the awards in the PRINTERS' INK 1902 ad contest editors and publishers of country papers take an active part. So far two have scored weekly distinction, viz., James W. Brackett, of the Phillips (Me.) *Maine Woods* (first week), and J. Harry Reed, of the Rogers (O.) *Noontide* (third week). Country editors are the natural pioneers for spreading good advertising ideas among a class of merchants which cannot well afford the hire of experts. The Little Schoolmaster has word of other bright editors who will shortly enter the competition.

"THE Progress of the United States in its Material Industries" is the title of a monograph issued by the Treasury Bureau of Statistics, which contains a series of statements which show the rapid development during the century of the important factors in the present prosperity of the country. These tables, which occupy a number of closely printed pages, show the development in products of the field, forest, mine and manufactory, the growth in our population, wealth and commerce, the extension of railways, telegraphs and other methods of communication and transportation, and present an interesting and instructive picture of the progress of the United States and its people during the period from 1800 to 1901. Among the interesting facts presented by these tables are the growth of production, the growth of commerce, the growth of wealth, the growth of money in circulation, the growth of deposits in savings banks and the increased number of depositors in savings and other banks, the decrease in interest on the public debt and many other facts of this character.

You can't hope to be successful if you advertise something people do not want. Good advertising must always be backed up by good goods.

ACCORDING to the *Scientific American*, Mr. Post recently brought action against the American Health Food Company in the United States Circuit Court for the Eastern district of Wisconsin, alleging that the defendant's product, "Grain Hearts," infringed his trademark, "Grape Nuts." The court held that there was no infringement, as the "Grape Nuts" package was not imitated so as to lead to deception or unfair competition in trade. It was admitted that there was similarity in descriptive matter used, but the court held that the defendant's product was sufficiently distinguished by a conspicuous trademark, color of package and general scheme, and the charge of unfair competition was not sustained.

HERBERT PUTNAM, in a recent number of the *Critic*, undertakes to clear up some of the misconceptions about copyright. Most people know that the process of copyrighting is simple, but very few know how slight an obligation is laid upon the Government. Copyright does not secure a monopoly to its possessor. A title cannot be copyrighted, nor a theme, style or manner of treatment. The applicant puts in a claim which he is not even required to prove. This claim is registered. The Government performs little more than a clerical service. The registry gives nothing more than a data of entry, to be used in case of litigation over infringement. Two novels may have the same title or be laid in the same era or country. Each has the right to title and setting. But if it can be proved that they are alike as a whole, then the copyright certificates show which was registered first. There is nothing to prevent two persons taking out certificates for the same work, but the date of the certificate, when brought into court, shows which is the original possessor.

THE very fact that an article is extensively advertised is in itself an indication that it possesses merit.

THE Havana correspondent of PRINTERS' INK writes: Wilson is the name of the man who owns the only American shoe store in Havana, Cuba. The pioneer seldom has a primrose path to follow. This is as true of the shoe business as it is of any other line of trade. Says Wilson: "When the American army of intervention took possession of the island, the Cubans were ready customers for anything made in the United States. They bought my shoes, but they did not like them. They were altogether different from those they had worn all their lives. They were much heavier, and they did not fit so well. The average Cuban has a small, stubby foot, and a very high instep. My shoes were made in Boston from the same material and patterns used in the States. I should have made some changes in the make of my goods. I seldom had any trouble with a customer the first time, but the selling of the second pair was where the difficulty came in. They thought I was not careful enough in fitting them. I knew what the trouble was. The goods were not suited to my customers. I could not tell them so, however, and worked the sizes as well as I could to overcome the difficulty. The Yankee manufacturers are quick to regulate their goods to the needs of their customers, and I am now getting stock better fitted to the requirements of my trade. Yes, I advertise. I carry an eight-inch display in both American dailies. I pay fifteen dollars per month for one and ten dollars for the other. My ad in the Spanish paper is not so large and costs me more money. I also get out circulars and distribute them throughout the city at intervals. There are so many ads in the papers that a small advertiser gets lost in the mass of announcements. I like the circular because it carries only my announcement, and if I look after the circulation of them I always get results."



ACCORDING to *Current Literature*, Mrs. Carrie Nation's paper, the *Smasher Mail*, has been forced to a suspension of publication owing to lack of funds.

WITH a late issue the *Living Age*, of London, printed its three-thousandth number, having been published fifty-eight years and preserved its original character and policy with a conservatism that is almost sublime—certainly thoroughly British.

THE *Saturday Evening Post* tells of an instance in which an attractive name was sufficient to create a demand for a waste and almost worthless product. New Mexican turquoises are found in a stone of a rather pretty reddish color. Sometimes small bits of turquoise are mixed with this material, which has little value. A New York gem expert took to polishing small pieces of this useless material and setting them in jewelry. Then he cast about for a name, and settled upon "matrix turquoise." To his surprise the novelty took at once, and the demand created for "matrix turquoise" has set other jewelers to counterfeiting the new gem. Furthermore, the fashion has extended to other gems, and there is call for "matrix" emeralds, rubies, sapphires and so on. There is little doubt but that the name was largely instrumental in making the novelty popular. The public loves a name, and will often tolerate very ordinary things when they are distinctively named, whereas the lack of an effective name has frequently caused the failure of articles of unquestioned merit and utility.

WHEN customers do not come and the shelves are creaking under the weight of unsold goods, when clerks are standing around idle, while rents and heavy bills are falling due, a merchant's soul is tried, and temper and business capacity are tested to the utmost. Then we can see what kind of man he is, and of what mettle he is made. If he is cross and disagreeable and loses his temper over

trifles which he would not ordinarily notice; if he finds fault with everybody and everything, and intimates by every act and word that he blames his employees for the hard times, we may know that he has not learned the supreme lesson of life—self-control under fire. It is easy to be pleasant and agreeable when the sun shines, when business is prosperous, and everything goes our way; but, when business is dull, when bills are maturing and nothing coming in to meet them, it takes courage and sterling character to be buoyant, to look cheerful, and to have a smile for everybody when difficulties, perhaps disaster and ruin, are staring one in the face. When everything you have in the business world seems slipping from you, and you are losing the financial and commercial standing it has taken you years to build up—in spite of all your efforts to stem the tide—it taxes your philosophy, and even your spiritual nature, to be serene and cheerful even in your home. But it is in such an extremity as this that a business man should, if ever, be calm and collected. A cheerful face, a hopeful, confident air, and a determination to make the best possible out of the situation, have often tided a man over a crisis in his business when the least exhibition of moroseness, anxiety or doubt would have precipitated the ruin he was so anxious to avert. Employees are quick to detect doubt, anxiety or fear in their employer. If he is downhearted and discouraged, his mood will communicate itself to everyone who works for him. The customer, in turn, will be affected by the gloomy atmosphere of the store, and will go elsewhere. Thousands of concerns have gone down during panics or periods of business depression simply because the owners did not know how to control themselves, or to conceal their doubts and fears in regard to the condition of their affairs. Discouragement is the great destroyer of ambition. It must be crushed and eliminated as if it were a plague.—*From the February Success.*

## BERLIN LETTER.

(Special Correspondence to PRINTERS' INK.)

An interesting advertising war is in progress in Germany, with Berlin as the seat. For nearly a quarter of a century the only powerful advertising agency, that of Rudolph Mosse, has exercised an almost undisputed control of the German daily newspaper advertising field. But within the last two months a rival has appeared in the field who threatens to set a new pace. It is another outgrowth of the long-standing personal feud between Rudolph Mosse, editor of the *Berliner Tageblatt*, and August Sherl, editor and proprietor of the Berlin *Lokal Anzeiger*. These two publishers were formerly associated and worked shoulder to shoulder, but after a business misunderstanding remained enemies for years, until last summer both happened to meet by accident at a favorite German watering place. A truce was declared and a working agreement between the two papers drawn up by which both parties decided to drop rate cutting and various other tactics. But the truce remained firm a short time. The publisher of the *Berliner Lokal Anzeiger* discovered that the Mosse agencies, in receiving contracts for the placing of advertisements in Berlin from its offices throughout Germany, Austria-Hungary and other European countries, invariably ignored the columns of the *Lokal Anzeiger*, whereas the *Tageblatt* received the full benefit of the transaction, although advertisers contracted to have their ads given the widest circulation in the daily papers of Berlin. At least that is the claim made by Editor Sherl. The discovery of such violations of the agreement induced Herr Sherl recently to open branch offices in opposition to the Mosse Annoncen Bureaux throughout Germany and in all the leading cities. The fight is now on again in full earnest, and both men have ample resources,

although Rudolph Mosse has the advantage of a large organized system of agencies extending throughout Europe.

The *Lokal Anzeiger* and *Tageblatt* of this city are the two liveliest papers in Berlin, and likewise boast of the largest circulation. Although there is in Germany no such guarantee to advertisers as afforded by the publication of a newspaper directory in the United States, there are estimates that the *Lokal Anzeiger* has a circulation of 400,000 daily and the *Tageblatt* in the vicinity of 225,000. In Germany the advertiser is, however, utterly at the mercy of the individual publishers and has no actual assurances as to the circulation of the newspaper in which he advertises. The *Tageblatt* was the first so-called liberal or radical newspaper in the field here, and was brought out soon after the Franco-Prussian war. Its publication marked a new era in German journalistic methods. Its success was immediate, and Rudolph Mosse soon came in the way of massing a good-sized fortune. He had formerly been a humble employee in a publishing house and was the first to conceive the value of an organized advertising agency. At first Berlin was the center of operations, but year by year the scope of the Mosse Annoncen-Expédition was extended until it had a monopoly of the field. Ten years after the *Tageblatt* came to life August Sherl entered the field with the *Lokal Anzeiger*, radical in tendencies and modelled after the American type of journalism. It attracted patronage because of the popular cheapness of advertising and subscription. It was the first formidable rival Rudolph Mosse had to contend with, and immediately there was a feud after Sherl left the partnership formed with Mosse.

Hugo Loewe, business manager of the *Lokal Anzeiger*, served his apprenticeship in the United States and brought over American methods of advertising. One of the managers of the *Lokal Anzeiger* advertising department explained the re-opening of the feud

between the two radical leading papers of Berlin as follows to your Berlin correspondent: "The peace compact formed last summer continued but a short time. We discovered soon after that advertisements brought to the Mosse Agency, for example, say in Frankfurt or Leipsig, and intended by the advertiser to be circulated through the widest circulated daily papers in Berlin, appeared only in the *Tageblatt*, while the *Lokal Anzeiger* was utterly and studiously ignored. Advertisers, so it is claimed, who insisted upon being advertised through the *Lokal Anzeiger* as well, inasmuch as it has the largest circulation in Berlin, were informed at the Mosse branch offices that the bureau would have to exercise the choice as to which papers should be recognized, and accepted no advertisements that were intended directly for the *Lokal Anzeiger* or in cases where the advertiser insisted that the *Anzeiger* should be recognized."

This is claimed to have been the condition of affairs which induced the proprietor of the *Lokal Anzeiger* to set out a drag-net and opposition agencies wherever the Mosse expeditions were established, both as a matter of self-protection and likewise to fight the so-called "Mosse monopoly." Advertisers generally are watching the outcome with interest, as Germany is a field where competition has been conspicuously absent and time-honored methods remained ingrained up to recently, when the "Americanization" process began and warmed up the corpse. Haasenstein & Vogler, next to the Mosse Annoncen-Expedition, are the largest advertising agency in Germany, and has been one of the most aggressive factors in developing the latent possibilities of advertising both at home and abroad. But a number of wits described the German advertising system as "Too much Mosse," and it does not require much research to see that the methods are somewhat mossy.

Aside from the Berlin *Lokal Anzeiger* and *Tageblatt*, the most influential daily newspapers, the

journals for advertising and enjoying the widest circulation include the *Vossische Zeitung*, of this city, called the "bourgeoise" journal, the *Koelnische Zeitung*, regarded as the best advertising medium in Germany and the best paying paper, national instead of local in scope; *Frankfurter Gazette*, *Berlin Morgen Post*, *Muenchen Neueste Nachrichten*, *Leipsig Neueste Nachrichten*, *Hartungsche Zeitung* of Koenigsberg, *Hamburger Fremdenblatt*, *Hamburger Neueste Nachrichten* and *Magdeburger Zeitung*. Aside from these, there are numerous other papers with a wide circulation. One almost invariable discovery is that the liberal and radical papers enjoy the largest circulation. In Berlin it is the liberal and radical papers, like the *Lokal Anzeiger*, *Tageblatt* and *Vossische Zeitung*, which enjoy the widest circulation. Berlin is the hotbed of the social democratic movement. The fact that it sends a solid social democratic delegation to the Reichstag, and in conjunction with the Liberal or burgher party, controls the municipal council and elective city offices, explains the popularity of the liberal and reactionary papers.

We are still in the midst of the tariff turmoil and uncertainty. Protests against the enactment of the excessive tariff are more vehement. The election of the Liberal leader, Theodore Barth, from the district made vacant by Dr. von Siemens, the great German financier of the Deutsche Bank, showed a rousing majority for the anti-agrarians. There is "many a slip twixt the cup and the lip," and although the agrarians are confident that they have a majority in the Reichstag with which to meet the protective tariff rates of the United States and Russia with reprisals, public sentiment is a factor that must still be counted upon before the final vote is taken.

#### REACH THE COUNTRY FOLKS.

As you cannot expect to find wild fowl in the mountains or quail in the swamps, neither can you expect to obtain mail order customers through advertising in papers that do not reach country folk.

## BOSTON NOTES.

By Dean Bowman.

The churches about the Hub are advertising in the newspapers and street cars, and two or three use a sort of poster-bulletin, and now Tremont Temple aims to attract attention to its services by flying a long burgee from its flag-staff. It's a blue starred streamer, with these words, "Strangers' Sabbath Home," and with a slight breeze the white letters standing out conspicuously make a good advertisement.

The labor unions have had a bill introduced in the Legislature compelling an employer in advertising for help during the continuance of a strike among his employees to state in each advertisement that a strike is on and that a lockout exists. A penalty of \$100 is the fine for a violation of the act, of which sum one-half goes to the person who makes the complaint.

Some good advertising was done by Chickering & Sons, the piano manufacturers, during the two weeks' exhibition of old and odd musical instruments, by offering to supply music teachers with free tickets to the show for their pupils, and many hundred availed themselves of the firm's generosity. Besides the unique exhibit a grand concert was given afternoons and evenings.

Our suburban city of Lynn shows its appreciation of the family that has done so much for the place by electing Arthur W. Pinkham as a member of the school committee. This honor goes to a young man who has just attained his majority, but as vice-president of the Lydia E. Pinkham Medicine Company he has had much business experience, and it is said receives the largest salary paid to any young man of 21 in the United States.

Boston is preparing to hold a grand boot and shoe exposition next year, and from plans already

formulated it is thought the affair will be an international event.

## DIAMONDS

on credit

As an investment give this a moment's thought

Most people consider genuine diamonds a luxury beyond their reach. They have never heard of our liberal charge account system, by which the most beautiful Diamonds in all the newest designs, in Rings, Brooches, Scarf Pins, Studs, Lockets, Earrings, Cuff Buttons, etc., may be had at the very lowest prices by any well-meaning and honest person, whether they intend to be large or small, on a series of convenient monthly payments. We are direct importers of Diamonds, make lower prices than any other buyers possibly can; carry a half-million dollar stock and do by far the largest diamond credit business in the world.

It is as easy to open a Confidential Charge Account with us for a Diamond or Watch as it is to open a Savings Bank Account and it pays far better. Diamonds are the best investment in sight at the present time and their values will increase at least twenty per cent this year—any well-posted jeweler will tell you so. You can pay for a Diamond just as you would put a part of your earnings in a Savings Bank, and in a few months you will have a gem paid for that is instantly convertible into cash at full value anywhere in the world. Unequaled as a lasting gift to the loved ones and adding more to the appearance of your success than anything else—to be successful, look successful, wear diamonds. We will send you a diamond upon which you pay a small amount—usually \$5 to \$10 or about twenty per cent of the purchase price, although we sometimes have patrons who desire to pay more, and frequently those who cannot conveniently pay so much—but we in all cases arrange the matter to the satisfaction of the purchaser.

We make it easy all the way through, sending your selection subject to examination and approval, guaranteeing safe delivery and preparing all express charges. We guarantee weight and quality, absolutely, and will make liberal exchanges at any time. Step into your local bank and ask about our standing in *Dun's* and *Bradstreet's* books of commercial ratings. You will be told that we are one of the largest jewelry houses in the country and responsible beyond question. Write today for our illustrated booklet "F" showing styles, prices, etc. Ask for a Lucky Pocket Piece and Calendar. We sell Watches, Jewelry and Silverware of every description on the same easy terms, but if you prefer to pay cash we will give you the regular trade discount of eight per cent.

LOFTIS BROS. & CO.,  
Diamond Merchants and Jewelers,  
101-103-105 and 107 State St.,  
Chicago, U. S. A.  
Opposite Marshall Field & Co.

Copyrighted 1909,  
Loftis Bros. & Co.

A WELLNIGH PERFECT AD REPRODUCED FROM "COLLIER'S WEEKLY" A



## THE COUNTRY WEEKLY.

"The conditions that govern the existence of the country weekly have changed considerably in the last fifteen or twenty years," said a country editor the other day. "The trouble is there are too many of us. The 'patent insides' business has made it possible for a town of three to five hundred inhabitants to get out a weekly newspaper and sometimes two. In '85 I had the only newspaper in our county. Then I got all the foreign advertising that there was a-going. I could also go over to the other towns of our county and pick up local advertising, because my paper was the only one that advertisers could use. Now each of those towns has their own paper, and instead of giving their advertising to me, they give it to their local paper. This, of course, has also divided up the circulation, and instead of one fairly strong paper in one county, we now have about a dozen with a circulation of five or six hundred each. It used to be quite a proposition to start a weekly newspaper, but now all it takes is a few hundred dollars.

"The metropolitan daily has

also cut into the country weekly to a considerable extent. People do not read the country weekly with the same interest that they used to, because by the time they get it the news is all the way from two to seven days old. All the country weekly now does is to supply the demand for local gossip.

"By hustling and scheming, I manage to still make a living out of my property, but that is about all, and it is becoming harder every year. I do not get so much general advertising as I used to, because these other papers have cut into my circulation, and besides, advertisers probably figure that they can reach my constituency through the big dailies.

"I do not know what the future has in store for the country weekly, but it is a struggle for existence and I suppose the fittest will survive. I think, however, that I can hang out as long as the next one. It would be the best thing in the world for the country weekly if about five-sixths of them would go out of business. As it is they are simply cutting each others' throats. In our town I see they are talking of starting another paper. We have 1,500 people and three papers already."

## One Years' Advertising

365 separate advertisements in addition to numerous suggestions of incalculable value to the advertiser—all for

\$1.00

### A World of Information

for the retail furniture dealer—to the one whose advertising isn't paying him as it should—to the one who is doing his advertising with fair results and wants to do better—to the one who with better knowledge and better methods, can make his advertising more profitable—a book that saves you time, worry and money. But one book sold in a town. Write for it to-day

SENT ON SUSPICION.

Your money refunded if you are not more than satisfied with the book.

**FURNITURE CITY ADVERTISING CO.,**

GRAND RAPIDS, MICH



THIS EXCELLENTLY DISPLAYED AD APPEARED IN THE JANUARY ISSUE OF THE GRAND RAPIDS "FURNITURE RECORD," SIZE 5X7 INCHES. ADS OF THIS NATURE WOULD PROBABLY PRODUCE THE HIGHEST POSSIBLE RESULTS IN THE CLASSIFIED COLUMNS OF THE LITTLE SCHOOLMASTER, WHERE THEY CAN BE ACCOMMODATED IN A SMALL SPACE, WITHOUT DISPLAY, AT 25C. A LINE.

## "MONARCH PATS" PUBLICITY.

The famous "Monarch Pats," the flaming posters announcing which are known to the denizens of every large city in the Union, have been advertised steadily for some years. Though made in



Massachusetts factories, the headquarters of the concern are at 137 Duane street, New York, where the offices, sample rooms and stock are to be found.

The Monarch Shoe Company had realized for a long time that the great drawback to the ordinary patent leather shoe was its liability to break on the slightest provocation. Were it not for this fact there would be scarcely any thing else used in upper shoe stock to-day, as the patent leather is always dressy, requires little cleaning and has a bright, fresh look about it that makes it very attractive footwear.

For first efforts, outside the trade papers, there were used painted signs and large multi-colored posters, which bore a picture of the shoe and the now famous couplet:

"The Patent Leather Shoe  
That Won't Break Thro'."

These posters were placed on the best "stands" in all the leading cities of the country, and where there was a specially excellent chance for display the "sign" was made a permanent painted one. No matter where a city man went in his travels he saw the sign of the "Monarch Pats" until the ad had burned itself into his brain.

Through the trade papers the shoe dealers were reached, space was taken for him in the local papers and he was supplied with posters and "hangers" for the store, cards for his windows and advertising literature in the shape of folders and "throwaways" to distribute to customers generally.

"Monarch Pats" are, of course, made in various styles, which vary according as fashion changes and the trade demands. They have proved a trade winner for the retailers who are handling them. It was, however, the aggressive advertising that brought them so suddenly and so boldly into public notice.

To-day there is scarcely a town of any size in the United States in which "Monarch Pats" are not handled by some enterprising dealer.

The writer understands that "Monarch Pats" will be advertised still more extensively in the future. The cut herewith shown represents the trade-mark of the concern, and it is used in all the advertising that is put out.

NEVER advertise without a definite purpose in view—let that purpose be the increasing of trade in some particular branch of your business.—*The Advisor.*

**"The coming of the Crows'-feet" PREVENTED**



*Crow's feet and wrinkles are the signals of approaching age. They can be obliterated or their appearance indefinitely postponed by the proper use of*

**Benzoin Beauty Cream**

the ideal skin food, tonic and beautifier. It revives, restores and preserves the skin, removes all blemishes and gives the complexion the freshness of youth. For 10 cents (stamps or silver), we mail large sample Jar of BENZOIN BEAUTY CREAM and booklet, entitled "The Coming of the Crows'-feet" a valuable work, containing explicit directions for the care of the skin and correct movements for facial massage.

**The MADAME TAXIS TOILET CO.,**  
 1-373 Sixty-Third Street, Chicago.

AN AD THAT WILL SURELY INTEREST THE  
RIGHT PARTIES.

## ASSOCIATION OF AMERICAN ADVERTISERS.

The Association of American Advertisers held their first annual banquet last Wednesday night at Delmonico's. Prominent among the 125 advertisers and publishers who sat down to dinner were Robert C. Ogden, Lucien C. Warner, Edward P. Call, C. W. Post, Artemas Ward, E. C. DeWitt, Charles T. Root, Walter H. Page and George P. Rowell. The souvenirs were novel, and their appearance was greeted with applause. They consisted of a box of a popular brand of cigarettes and a bottle of wine of a well-known and extensively advertised brand.

Artemas Ward introduced as the first speaker Edward P. Call, of the *Evening Post*, who responded to the toast, "The Daily Newspaper." Mr. Call said, in part:

"There is nothing like the daily newspaper, and especially like a New York daily newspaper. Some wise man has said that there were only two cities in the United States—one was New York and the other wasn't. We always swear by the daily newspaper and sometimes we swear at it. In the last five years we have seen a great improvement in the daily newspapers—except in that cultured town Boston, which, from an advertiser's point of view, has gone to the dogs."

Conde Nast, of *Collier's Weekly*, responded to the toast, "The Weekly Medium."

Walter H. Page, editor of the *World's Work*, who spoke on the monthly magazine, said in part: "Whatever I have written has been sandwiched between soap and cereals. But Kipling and James Lane Allen, and Paul Leicester Ford, all the novelists, in fact, have reason to appreciate you, for they are the cargo, you publishers have paid the freight. At one time the editor of a magazine was a poet, and the business manager was a liar. You are to-day the most liberal supporters of magazine literature. To-day's author gets high prices because you pay the bill. The fact that the American magazine has become a commercial proposition has dignified it."

"A distinguished man told me not long ago that there were only two great editors in America. Modestly I asked: 'Who was the other one?' He replied: 'One is the American woman, the other is the American advertiser.' The advertiser buys not only circulation, but, equally so, character and intelligence. We work primarily for the American people, and the public are our masters."

Robert C. Ogden said, in part: "Just as on the programme the publisher and editor are on top, and the advertiser is underneath in small type. We are the hewers of wood and the drawers of water. Wall Street lambs are goats compared with the average advertiser, who says to the publisher: 'Please please us.' There is nothing so simple and beautiful as the advertiser who says: 'Please shear us.' The advertiser buys myths and fairy tales. We buy circulation and get what? We don't know what. But publicity we must have. The basis, though indefinite, is actual."

Charles T. Root spoke on the "Trade Journal as An Advertising Medium."

Lucien C. Warner and George P. Rowell spoke on the "American Advertiser."

The principal speech in the afternoon session was made by F. W. Schumacher, who spoke on, "Do Combinations of Publishers Increase Rates Without Corresponding Increase of Service?" He said that there was no combination possible among publishers on account of the great competition. James T. Wetherald spoke of "Circulation as a Basis of Value," Artemas Ward on "Fake Publications," and Stephen Britton on the "Verification of Circulation Statements."

Morris S. Wise spoke on "The Necessity of an Honest Use of the Trade-mark."

## THE RURAL EDITOR.

Nothing is of more genuine worth to a rural newspaper than the editor. By editor we do not mean a manipulator of the shears, but a man who edits. The times are prolific of chroniclers, commentators, scissor experts—but the editor is rare. He is becoming an extinct animal. All this is prodigiously disastrous to the newspaper.—*Newspaper Talk*.

## Everything Looks Differently Now.

"In regard to my eyes, I think they are improving. I can see much better with the glasses you fitted for me than with my old ones. I have no more headaches and pain in my head, and my distant vision has wonderfully improved. It does not blur, and everything looks differently now."

GEO. McL. PRESSON, Optician,

15 and 17 Broadway,

FARMINGTON,

Telephone 20-3

HOW A MAINE OPTICIAN HAS ADOPTED THE RIPANS TABULES TESTIMONIAL STYLE OF ADS FOR HIS OWN BUSINESS. FROM THE PHILLIPS (ME.) "WOODS" OF JANUARY 24.





## FIFTH WEEK.

In the 1902 PRINTERS' INK ad competition thirty competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by John H. Sinberg, of Philadelphia, and it appeared in the Philadelphia Sunday Record of Jan. 26, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Sinberg when the marked copy of the paper was received. Two additional coupons, one to Mr. Sinberg and one to the advertising manager of the *Record*, were sent in accordance with the terms of the competition when a selection of the best ad for the fifth week had been made.

Mr. Sinberg's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the twenty-nine unsuccessful competitors for the honors of the fifth week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts in accordance with the terms of the contest.

The fifth week of the competition is a record-breaker in regard to the number of ads submitted and their high quality as well.

There were at least five ads which would come dangerously near in disputing some of the weekly honors so far bestowed were a total revision of merit to be made to-day. It is probably not wise to rest on laurels so far obtained. To choose the best ad for the fifth week was more of a problem than in any previous week, but finally the scales tipped in favor of the *Record* ad. Of course, any ad, although already once submitted, is eligible again in a future week if re-inserted according to the terms of the contest.

Adwriters everywhere will be interested in the progress of this competition and in taking note of the genius and ability exhibited by the adsmiths, amateur or professional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to appreciate that the competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

The ads which the competition for 1902 calls for need not necessarily be display ads—they may be short essays if one so prefers, published as provided in the conditions set forth elsewhere in this issue.

No one is barred from competing. Ad experts, editors, printers, business people, especially young men, are expected to compete. Mere wording and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanted are true, strong, virile statements of facts. The principal fact to be emphasized is why a business man, especially a young business man, should read PRINTERS' INK.

NEVER plunge into a heavy advertising campaign—without being sure you can pay the bills when they become due.  
—*The Advisor*.



# Worth Its Weight In Gold

Advertising is no longer considered a luxury which tempts an occasional extravagance, but a necessity which must be provided for as other business necessities. Such being the case, it is obvious why a knowledge of advertising is most important to the wide-a-woke.

## PRINTERS' INK

Is the "Nestor" of advertising publications in the world. It is **THE LITTLE SCHOOLMASTER** to whom hundreds of notable advertisers and successful merchants point with pride and gratitude as the preceptor who first instilled a knowledge of advertising in them

Published every Wednesday

Single copy 10c. Year \$5.00

GEORGE P. ROWELL & COMPANY, Publishers

10 Spruce Street, New York City

Written and designed by Jonn H. Sinberg. "The Record," Phila.)

### THEY'D FORGET SPOTLESS TOWN.

A New York firm that places street car advertising says: "Everybody rides and reads the bold displays." Probably, but does everybody remember them? After reading this paragraph, make out a list of the car advertisements you have seen within a week.

Then make out a list of newspaper announcements—from memory, of course—and see which will be the longer.—*National Advertiser.*

NEVER ask any one to give you a cheaper service than he can purchase—it merely encourages chicanery, trickery and dishonesty.—*The Advisor.*

# Printers' Ink Competition for 1902.

**1**  
The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read **PRINTERS' INK**—The Little Schoolmaster in the Art of Advertising.

**2**  
When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

**3**  
When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply **PRINTERS' INK**, No. 10 Spruce Street, New York.

**4**  
The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of **PRINTERS' INK**, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

**5**  
The editor of **PRINTERS' INK** will on his part receive the advertisements and papers sent as above and take due note of each.

**6**  
In acknowledgment of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of **PRINTERS' INK**, to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

**7**  
Every week the best advertisement that has been submitted up to the date of going to press will be reproduced in **PRINTERS' INK** for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to **PRINTERS' INK** will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of **The Little Schoolmaster in the Art of Advertising**.

**8**  
In the issue of **PRINTERS' INK** for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of **PRINTERS' INK** that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to **PRINTERS' INK**, to any address written on the back of the coupon when returned for redemption, one coupon being for the disposal of the writer of the advertisement

for that week and the other for the business manager of the paper or periodical in which it appeared.

**9**  
Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in **PRINTERS' INK** the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and thereupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for **The Little Schoolmaster** to have made half-tone portraits for reproduction in **PRINTERS' INK**, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows:

---

**\$100** to the adsmith who produced the ad that is deemed the best of all.

---

**\$50** to the adsmith who produced the ad that is second in merit.

---

**\$25** to the adsmith who produced the ad that is third in merit.

---

**10**  
Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the **American Newspaper Directory** shall each be entitled to the free insertion of a full-page advertisement in **PRINTERS' INK**, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

**11**  
Every adsmith will make up his advertisement in his own way, and give it such space and display as fairly represents \$5, the price of a year's subscription to **PRINTERS' INK**, for every competitor will be entitled to a year's subscription to **PRINTERS' INK**, as part pay for his advertisement, even if he fails to secure one of the cash prizes.

**12**  
There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.

## PROBABLY AN AD.

Chicago has long been noted for furnishing that which is original, unique or grotesque in all things, therefore it is fitting that within its boundary should be discovered an author who produces all of her literary work while in dreamland. Miss Eurette D. Metcalf, much of whose fiction has been published in Western newspapers, is the person who relies not on her own ability to weave plots, but some singular occult power which she is powerless to explain. In her waking moments Miss Metcalf is practical, and the exact antithesis of what she calls her "subjective self." When she retires at night she leaves writing materials handy and when she arises in the morning has no idea, she says, of what she has written during the night. There, however, on her writing desk is the manuscript neatly folded. One thing that perplexes her is that most of her stories have a sad ending, and as editors prefer those which end happily she has to rewrite the climax during her waking hours. While an author, as a general thing, has methods of his own, we believe that the case of Miss Metcalf is without a parallel.

## WHOM IT REACHES.

Mail order advertising is one of the most rapidly growing departments of the advertising business. Its appeal is to that great population which is domiciled outside of the large cities—thrifty agriculturists, the dwellers on the prairies of the West, the savannas of the South, on the farms and in the hamlets of New England and the Middle States. Its message is also to the factory and the workshop; to the spinners, the weavers, the riveters, the grinders, the turners and miners; to all who work with their hands and have little time to go purchasing. The big department stores in the large cities, vast bazaars of trade, full of imaginable and even unimaginable articles, are for but a small percentage even of those who live within comparatively easy reach of their portals. The far greater proportion of the dwellers in this rapidly developing country are brought in touch with its wonderful and varied resources principally through the home papers, magazines and other periodic literature of varied value.

## WHAT IT IS.

Advertising is the life blood of the business world to-day, and well directed advertising is like the powerful searchlight of a river steamer, thrown upon a distant cottage on the bank, cutting it out like a picture painted on a black canvas. The timid buyer and the prospective industry will follow the rays of the searchlight of publicity, just as surely as will the eyes of the steamer's passengers follow the light thrown from their vessel. They will not search the surrounding gloom for objects of interest when a beautiful picture is clearly shown before them. Prospective buyers will not search the surrounding gloom for your competitors if the searchlight of publicity is turned on your own place of business.—*Canasota (N. Y.) Bee.*

## ARRANGED BY STATES.

Advertisements under this head to cents a line each time. By the year \$36 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

## ALABAMA.

**THE EAGLE**, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempsville, Ala.

**PRACTICAL WEATHER**. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

**PRACTICAL WEATHER** circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A. 1. advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

## ILLINOIS.

**THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY**. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

## MAINE.

**FOR** Rockland, Maine, the **DAILY STAR**. Only daily in Knox County. Lowest rates, quickest results. The home people read the local daily.

## MASSACHUSETTS.

**THE** Lowell, Mass., **TELEGRAM** is the only Sunday paper published in Middlesex County. It is delivered, by carriers, to the homes in all the surrounding towns. It has taken the place of the old weeklies, and reaches many people who seldom, if ever, see a daily paper. It devotes a great deal of space to matter pertaining to women and is the home paper of the county. It has more readers and carries more home advertising than any two other Lowell papers combined. Home merchants have found, from experience, that the **TELEGRAM** paid them best. All that an advertiser will need to do is to compare a copy of the **TELEGRAM** with the other Lowell papers to be convinced that it leads in every particular. Circulation 11,000. Rates reasonable. Office 28 Merrimack St., Lowell, Mass.

## WISCONSIN.

**DODGE COUNTY FARMER**, Beaver Dam, Wis. Stock raising and farming. Circ'n 1000, 1,416.

## CANADA.

**CANADIAN ADVERTISING** is best done by **THE DESBARATS ADVERTISING AGENCY**, Montreal.

## CLASS PAPERS.

## ADVERTISING.

**PRINTERS' INK** is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

**PRINTERS' INK** is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/2-page \$25, 1/4-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

**BOTTLING.**

If you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

**Displayed Advertisements.**

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

If You Want a Copy of that Humorous Book (Postpaid) "WHAT HAPPENED TO WIGGLESWORTH,"

Send \$1.50 to Rockland (Me.) **COURIER-GAZETTE** (circ'n 4,000), whose editor wrote the book. You and your family will get hundreds of laughs out of it.

**D&S** Dealers Make Money—selling!—  
Siedman's Silver Spring for Improving  
The Health—Fits the Mail—Gives Permanence  
50¢ with Mailing Powder. **WESTLAKE G.** REMAINS  
To introduce to Sales Dealers 30¢ Prepaid

**AUSTRALIA  
SOUTH AFRICA  
GORDON & GOTCH**  
make advertising here a specialty.  
15 St. Bride St., LONDON, ENG. Est. 1853.

**The Frost (Minn.) Record**

Is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

Do you want to reach the best people in the United States, who HAVE money to spend? If so

**ADVERTISE IN****The Church Eclectic**

(The ONLY Monthly Magazine of the Protestant-Episcopal Church.) Circulates in every principal city of the Union and in thousands of the nicest and best appointed country homes. Address Advertising Mgr. "THE CHURCH ECLECTIC," 144 Times Building, New York, N. Y.

EVERYONE WHO  
KNOWS ANYTHING  
ABOUT BUFFALO  
KNOWS THAT  
THE EXPRESS  
IS ITS  
LEADING PAPER.

**Profitable Advertising**

in its every issue presents the latest and best developments of vital advertising with pen, brush and pencil. A sample copy mailed for five 2-cent stamps will broadly hint at its powers to help your advertising man better his work. It has an "atmosphere" of its own which you may breathe each month of the year for \$2. Address **Profitable Advertising**, 140 Boylston St., Boston.

**THE HOMILETIC MONTHLY AND CATECHIST.**

The Magazine for the Catholic Clergy. Indorsed by Two Cardinals and Twenty-five Archbishops and Bishops.

An advertisement in the columns of this magazine receives a prominence and an indorsement not equalled by any other magazine.

It will pay advertisers to secure the trade, and, what is even more valuable, the influence of the Catholic clergy.

Rate \$30 per page. Address

**THE HOMILETIC MONTHLY AND CATECHIST**  
103 Fifth Avenue, New York.

**RIPANS**

For six years I have been a very sick man, suffering from nervousness, headache and pain in back and stomach, all caused by a stomach that refused to do its work. A friend advised me to try Ripans Tablets. The results have simply been wonderful.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

**Do Your Own Printing**

A \$5 Press prints Cards, Labels, Envelopes, etc. \$18 size for Circulars. Economy and convenience in doing your own printing. Everything easy by our printed instructions. Write to the makers for ILLUSTRATED CATALOGUE, PRESSES, TYPE, ETC.

**EXCELSIOR PRESS COMPANY, Meriden, Connecticut.**

### TO AVOID BUSINESS DISPUTES CONSULT PHILIP HANO & CO.

A bright traveling salesman employed by a New York house made so many mistakes in taking orders that he was constantly in hot water. Owing to his tendency to error frequent disputes with customers arose and the benefit of his zeal and cleverness was, to a large extent, lost. A friend of the firm asked:

"Why don't you use the

**HANO DUPLICATE BOOKS**  
for recording sales? Then there will be no such thing as a disputed invoice."

Representative will call, on request. We go anywhere for business. Catalogue free.

**Philip Hano & Co.,**  
Manifolding Business System,  
1 & 3 Union Sq., New York.

The character and  
methods of the

# Joliet Daily News

make its advertising  
more telling. Incis-  
ive, truthful, aggres-  
sive, progressive, it  
wields a good influ-  
ence in its field.

*Nothing but clean adver-  
tising gets into its columns.*

H. E. BALDWIN, Adv'g Mgr.



**Thirty Different Church Magazines**  
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**A DIFFERENT MAGAZINE PRINTED  
EACH DAY OF THE MONTH**  
for a different Church—the 30 in 30 days.

**AN EXCELLENT ADVERTISING MEDIUM**  
for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root-beer, Electro Silicon, Knox's Gelatine, Uneda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to  
**THE CHURCH PRESS ASSOCIATION**  
200 South 10th St., Philadelphia, Pa.

# The Evening Journal

JERSEY CITY, N. J.

Truth wears best, and THE EVENING JOURNAL has always honestly stated the facts and finds that its course has commanded confidence and business.

### AVERAGE DAILY CIRCULATION:

1897	1898	
<b>14,743</b>	<b>14,890</b>	
1899	1900	1901
<b>14,486</b>	<b>15,106</b>	<b>15,891</b>
Last 3 mos. 1901		January, 1902
<b>16,411</b>		<b>16,637</b>

**A "HOME" AND NOT A  
"STREET" CIRCULATION.**

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

To advertise or not to advertise, is no longer a question with the modern shoe dealer. That matter has been decided affirmatively, long ago, and the only questions now are as to mediums and methods.

In nine cases out of ten the right mediums are the newspapers, booklets and leaflets. The newspapers to tell the store's brief daily or weekly story to its own and others' customers; the occasional booklet to elaborate and reinforce the newspaper talk, by circulation through the mails to a selected list of customers and those you would have as customers; the leaflet for inclosure with packages or letters, to hammer home some pertinent point about your business.

Such a system, properly and persistently pursued, ought to prove profitable for any shoe business that is well managed, no matter where it may be.

It isn't so easy to say which are the best methods, so much depends upon the widely varying conditions in different localities, but it's of real importance in most cases to choose the class to which you wish to cater, or with which you can deal most profitably.

Not that you can get all the trade of that particular class, or that you can afford to ignore other classes, but because, by keeping in mind, when buying goods or writing advertisements, the special needs of the people you are particularly anxious to do business with, you set a certain standard that your business will gradually grow to, and you have the advantage of a definite aim. Of course, if you're doing business in a small town, the question of choosing is entirely out of your hands; you must sell all you can to everybody, carrying a stock that will meet the various needs of your comparatively limited field, selling patent leather pumps

or plow shoes with equal readiness.

Your advertising must be tuned to suit the ears of the greatest number of your possible customers—educating them to an appreciation of your kind of advertising is too costly a process if it isn't a kind that they take kindly to. Give it individuality in composition and typography, and make it aggressive, but make it pleasant and persuasive by following the lines of least resistance.

If your town is accustomed to lying advertisements, the plain truth, even though it may not seem quite so impressive at first, will pass for the truth without being labeled and get prompt and profitable appreciation.

When you see Hanan's \$5 and \$7 shoes advertised at \$1.98 you know there's something wrong with them, and the public knows it or suspects it. Generally it's a case of back number styles. Those who are willing to buy them for what they are will buy as quickly if the whole truth is told in the ad. Others who wouldn't have them at any price resent what they very properly consider as a deliberate attempt to deceive them, after they have seen the goods. Somebody said, "You must not only avoid deceiving your customer, but you must not allow him to deceive himself if you can help it," and that's a pretty good rule for the shoe business.

The ads here reproduced are intended to illustrate this and other vital points in the successful advertising of shoes, and are for your own use wherever they fit your advertising needs.

A slight change here and there to give local coloring or to inject some of your own personality, will give the necessary individuality and save you considerable time.

Other helpful hints and timely suggestions for the shoe retailer will be found in coming installments of this department.



## Sample Shoe Sale

Here's a sample shoe sale that's a money saver, and if you want to save at least one-third the regular prices here's your chance. We bought these samples at a very low price, and have combined them with odd lots from our stock.

## A Chance to Secure Shoes Free

Beginning to-morrow we offer every customer of this store a chance to have the amount of his or her purchase refunded Friday, February 1. Whether it be a child's shoe bought for \$1 or one of our elegant trunks for \$30, the amount of your purchase (should you be one of the lucky ones) will be promptly and cheerfully refunded.

Our plan and offer, startling in its character, is as genuine as it is generous, and is this: There are 24 sales days beginning to-morrow — Friday — and ending Thursday, January 31. With every purchase between these dates will be given a sales memorandum, showing the amount and the day on which such purchase was made. Friday morning, February 1, 24 tickets stamped consecutively with the 24 sales days, will be taken by a committee of disinterested persons, placed in a box, and one ticket drawn. The date of the ticket thus drawn will determine the day, the total amount of sales of which will be refunded our customers. Friday afternoon we shall announce the date of the ticket drawn. Saturday morning we will cash at our office every memorandum bearing this date for the amount of the purchase made on this date.

The above plainly states a generous offer inspired by a desire to have every possible shoe buyer in this city and vicinity to become acquainted with the merits of our shoes, and also to convert a usually stagnated trade month into an active, bustling, busy one.

This offer, and the store in all its completeness and fullness of values, awaits you. Remember to keep the memorandum that goes with your purchase which shows the date and the amount of your purchase.

## Hand-Sewed Welt Shoes at \$2

For women—one of our quickest sellers. The maker will only work on them when other orders are slack. So we take them as we can get them.

Vici kid, button and lace, patent or plain tips, in the asked-for toe shapes, including common-sense; in materials they are \$2.50 shoes, judged by the standard of other stores, and you'll find some \$3 machine-welted shoes with no better stock in them. We sell these hand-sewed welt shoes at \$2 pair.

Plenty to-day—800 pairs. Prompt comers are surest of getting their size—can't promise all sizes next week unless more come meanwhile.

## A Sale of \$3 and \$4 Shoes for \$1.33 A Pair

This is a chance for those with slender feet—men and boys. Those whose feet do not fit this description needn't read any further.

This lot consists of just 98 pairs; men's patent calf lace shoes; men's wax calf and seal-goat lace shoes; and boys' and youths' patent leather shoes. All are \$3 and \$4 shoes, but all are with extreme razor toes and in narrow widths.

The men's shoes are nearly all in large sizes, 8½ to 11. The boys' and youths' shoes are in all sizes, but narrow widths.

Take your choice, \$1.33 a pair.

## At \$1.90 a Pair

I put on sale this morning at both stores—the best value I have ever offered in women's shoes.

The manufacturer has shaped and sewed into these about every good point shoe experience has to offer, and every pair represents \$3 in value.

Lace, button and Oxford ties, and as handsome and dressy as good taste can wish for.

At \$2.20 a pair the sale of Men's \$3 and \$4 shoes in blacks, tans and patent leathers continues daily. Two great sales at two great shoe stores.

## Rubber Heels Fitted Free of Charge

on all shoes bought at the Big Store that cost from \$2.50 per pair upward. They would cost you from 50c. to 75c. per pair elsewhere.

Perhaps you know the purposes for which rubber heels were designed; many people do not. We want everybody to know just what a good thing they are. You can only tell by having a pair fitted to your shoes and wearing them for a while. Most people—if you've ever noticed it—walk on their heels; that is, the heel strikes the ground first instead of the ball of the foot. The Indians step on the ball of the foot first, and they are probably the most graceful walkers in the world. We're such a "nervous nation" that we ought to do everything possible to mitigate the evil. Rubber heels will do much, as they will reduce the jar and constant irritation caused by walking on the heels to a minimum. Doctors and scientists have approved them and recommend their general adoption. It only remains for the people to give them a thorough trial. Once used you will want to wear them always, they're so comfortable, so noiseless, so soothing to the nerves. Don't forget to ask to have the next pair of shoes you buy fitted with them. They will cost you nothing if you buy the shoes here.

## Good Shoe Values

for this week's selling at both my stores—values and styles that will demand attention.

Women's shoes, adapted for short skirts, new manish shape—hand sewed and welted in box calf enamel—patent leather and vici kid lace or button—at \$3.50, \$4, \$5 and \$6 a pair; and at the same prices, the new Louis XV. heels in all leathers for dress wear—high arch—hand turn flexible soles.

See my windows at both Smithfield and Market street. They afford a view of stylish footwear that is not to be found any place else. Every shoe shown, every price named, can be duplicated in your size inside.

## The Real Bargains of This Shoe Sale

There is a code of trade morals which admits of exaggeration and misinformation when describing bargains. A man is not viciously bad who calls sheepskin kidskin, or machine-welted "hand-welted." But he's foolish. Foolish for handling sheepskin; still more foolish for being ashamed to acknowledge that a shoe is Goodyear-welted, for machine welting is better than cheap hand-welting, always—and most people know it.

The statements made about our bargain shoes frequently seem like exaggerations; but the shoes are here to prove the statements. Wouldn't it be foolish to tell you at eight o'clock what you could prove to be false at nine?

There have been some marvellous things to say about shoes during the past six weeks. They were marvellous offerings, and the selling was phenomenal, because the marvellous statements were true.

There will still be more to tell. This particular word to-day—part about shoes that have just arrived from the factory; part of shoes from our regular stock. Read on:

## Muslin Underwear Very Cheap

The gowns, skirts, corset covers and children's dresses which we have in the lot at 59c. are goods variously marked originally to sell for anywhere from \$1 to \$1.75. Hardly anything in the lot worth below \$1. Maybe a few pieces were originally 85c., and some few, we believe, were originally 95c.; and what does a little mussing do to muslin articles? It does nothing but oblige us to sell them at a sacrifice. Literally speaking, these garments are actually worth as much to-day as at any time; but a streak of dust here and there and some rumpling plays havoc with the selling price. The lot seems to have a large proportion of gowns in it, prettily made and extremely desirable values.



# PRINTERS' INK

## SPECIAL ISSUES

### THE ISSUE FOR FEBRUARY 19TH

will be mailed to a complete list of all General Advertisers in the United States, numbering a total of 15,000. The names will be taken from the Reference Book of the Publishers' Commercial Union.

**PRESS DAY:**  
**Wednesday, February 12**

The primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the Little Schoolmaster in the Art of Advertising.

Whoever has a proposition likely to interest these people can bring it to their attention by using the advertising pages of these Sample Copy Editions of PRINTERS' INK to better advantage probably than through any other channel.

#### ADVERTISING RATES:

\$100 per page;  $\frac{1}{2}$  page, \$50;  $\frac{1}{4}$  page, \$25.

Classified advertisements without display, 25 cents a line. \$1—4 lines, 28 words—may be worked into an effective ad among the classified columns.

Address orders to  
**P**PRINTERS' INK  
10 Spruce St., New York

# *The* **SUCCESS** of *The Cincinnati* *Daily Times-Star*

has not been due to **luck** or **chance**. It has been **earned** and **merited**.

As a **newspaper** it is first and foremost in its territory. In point of **circulation** there are but ten papers in the United States that are larger, and none of them are within 300 miles of Cincinnati.

## **The detailed sworn statement of circulation for 1901**

shows a daily average of

*Daily*  
*Average* **145,919** *Daily*  
*Average*

### **A FEW REASONS WHY IT EXCELS:**

It is the only ten-page one-cent paper in Cincinnati.

It is the only evening paper with full Associated Press dispatches.

It is the only Republican evening paper and the City, County and State are each Republican.

It prints more news and more reliable news than any other evening paper.

It devotes more space to Editorials, Book Reviews, Sports and Special Features than any other evening paper.

It reaches the large middle and upper classes—those who buy and who have the means with which to buy.

It is delivered by carrier directly into the homes in every city, town or hamlet where it has an agent.

Advertisers cannot cover Ohio properly without it. There is no substitute for it.

Quality and quantity of circulation considered, the advertising rates are the lowest of any paper in the State.

**E. A. BERDAN**, *Direct Representative*,  
**86 Potter Building, New York.**

*There is but One Newspaper in Rochester*

that has a larger circulation than

# THE ROCHESTER TIMES

ROCHESTER, N. Y.,

and that one is a morning paper.

THE TIMES daily average circulation has increased more than 3,300 during the past four months.

THE TIMES circulation covers a trade area of more than half a million people.

THE TIMES reaches the buying population of Rochester and its vicinity towns.

THE TIMES is the Rochester paper for advertisers to use.

THE TIMES New York representative is R. J. Shannon, 1510 American Tract Society Building.

Everybody in Rochester and vicinity is talking about THE TIMES.

HAVE A LOOK.

# PAPER PATTERNS AS PREMIUMS FOR ADVERTISING PURPOSES.

*By Lucius Weinschenk.*

In this utilitarian age the progressive merchant should certainly endeavor to couple the useful with the attractive in some popular way so as to enlist the attention of the purchasing public. Free gifts, by way of premiums, seem to be the fad, and they unquestionably appear to a great number of buyers. Human nature is pretty much alike the world over, and all of us like to think that we are getting something for nothing; especially is this a trait of the feminine mind. A recent number of an advertising journal in an article on this subject says:

"A bonus is good advertising, especially with women. Dear to the average woman's heart is the present she receives with a purchase, and the news that So-and-So is giving something away with his goods is spread rapidly from her complacent lips among her friends, who incontinently hasten to buy and receive a present in turn."

Confining our attention more particularly to the dry goods trade for the purpose of this discussion, we find many premium schemes used by the retail dry goods dealer, but none of them seem to be such as in and of themselves bring back trade to the merchant who uses them. Thus, the trading stamp brings business in turn to the company that issues them; the amusement checks take the holders to the theater; the crayon portrait scheme furnishes employment for the cheap artists, etc. Why would it not be a much better plan and serve a much more useful purpose to give a premium more in line with the general character of the goods which the merchant who gives the premium carries? Thus, for the dry goods man to give away some article to be used in connection with dry goods, so that the very premium itself would furnish additional business to the merchant who uses it.

The article which, to the writer, seems best adapted for this purpose is the paper dress pattern, which could be used in this regard at a merely nominal cost—to be given away under such conditions that they should cost the merchant not to exceed about three per cent of sales calling for them gratuitously. By giving away a paper dress pattern the merchant has also the opportunity of selling to the person to whom such pattern is presented the material and trimmings to make up the garment, thus directly bringing business in his line which might, but for such premium, possibly go elsewhere. Such a premium would certainly prove a great attraction to all dry goods buying women, and especially to the great mass of those who occasionally make up their own and their children's garments.

It is well known that all women are particularly interested in pattern sheets, such as all pattern houses issue, and are always eager to have these. The plan would be to circularize the town with these pattern sheets containing the ad of the dry goods merchant, with an announcement to the effect that any of the patterns shown in the sheet would be given away FREE to the purchaser of material to make up the garment in question, or for general purchases to the amount of two dollars (or

such other amount as may be deemed expedient). For this purpose cards can be given customers on the back of which salespeople can register purchase as made, or where sales slips are used the return of these in the requisite amount would answer. The details of the plan can readily be worked out by any merchant, and made to depend upon local conditions.

The patterns themselves could be inclosed in envelopes containing the exclusive imprint of the merchant handling them; that is, instead of being marked "The Butterick Pattern" or "The Demorest Pattern" they could be called "The Wanamaker Pattern" or "The Macy Pattern," using in each case the name of the merchant thus presenting them to his customers. The back of the pattern envelope, which heretofore has always been a blank and waste space, could also be used for advertising purposes. In like manner the pattern sheets would be known by the name of the dry goods merchant issuing them, as "The Wanamaker Fashion Sheet" or "The Macy Fashion Sheet." These sheets can be furnished merchants, with up-to-date, stylish and seasonable designs, at nominal rates per thousand, quite as cheap as it would cost to print the usual handbills.

The plan under discussion could be used by merchants without the investment of a single dollar for a stock of patterns. There are many merchants who are opposed to carrying a stock of patterns because of the room taken up by them and the time and patience necessarily used in handling them. No such argument can be urged against the proposition suggested herein. The merchant need carry no stock of patterns whatever. He could daily, semi-weekly or weekly, as might be found expedient, order only such patterns as his customers actually wanted and thus pay only for such as he needed. No money would be tied up in a stock of patterns and no space in the store wasted. In this way the plan has the additional advantage of bringing the customer back to the store after two or three days and thus again presents the opportunity of further sales.

The pattern sheets ought not to cost the merchant over \$3.00 per thousand, including the merchant's advertisement thereon, and the patterns ought not to cost over five cents each. The plan could be figured out very simply so that the entire expense should not be over about 3 per cent of total sales—a price so low as to warrant at least an experiment of this kind.

The novelty and utility of the plan seem to commend it as a useful and trade-pulling ad, and one that is sure to bring the ladies to the store using it.

Merchants interested in the proposition are invited to correspond with Mr. Lucius Weinschenk, Manager of the Pattern Department of Popular Fashions Co., No. 79 Fourth Ave., New York, who has given this matter considerable thought and will be glad to answer all letters written him concerning the plan outlined and to furnish many suggestions in connection therewith, which, for lack of space, are herein omitted.

**GREAT BENEFITS FROM**  
**HOME TALK**

**Only reputable advertisements  
printed in "Home Talk."**

**GLOVE-FITTING CORSETS.**

LANGDON, BATCHELLER & Co.

345-347 Broadway, New York City.

*Mr. Wm. H. England, Editor of "Home  
Talk," New York City:*

DEAR SIR—We take great pleasure in saying that the advertisement we have had in "HOME TALK" has been of great benefit to us. We find our customers appreciate this mode of advertising, and hope, as soon as our appropriation is fixed, we will renew our contract with you.

Yours very truly,

LANGDON, BATCHELLER & CO.

H. D. MILLER.

*Dict. H. D. M.*

**Why don't you try**

**HOME TALK**

**Advertising Rates \$1.00 per Agate Line.  
Sample copy on request.**

**HOME TALK, 325 Temple Court, N. Y.**



# Advertisers

"The survival of the fittest" is a term peculiarly well adapted to the mail-order papers, for with this class nothing but results count—no results, no survival.—*Advertising Experience.*

The editor of *Advertising Experience* is exactly right, but he should have included the general advertiser. The Ellis "papers that pay" survive and are phenomenally successful because they have *tremendous circulations*, and do invariably give great results to the general advertiser.

Every copy of the 2,000,000 monthly circulation reaches a live reader.

No returns—they are not news-stand periodicals.

Advertisers in our papers never pay for thousands of unsold "dead" copies—copies returned by news companies. Our 2,000,000 copies each month are sent direct by mail to live country people who read advertisements—they have the habit of reading advertisements firmly fixed.

We spend a fortune each year in advertising to get these readers.

The prosperous condition of our business depends solely and entirely upon placing direct into the hands of the country people millions of copies of our papers. That is the reason our papers survive.

We not only survive, but we grow, progress—expand.

With our long and extended experience we know we must send by mail direct to the millions of people who read advertisements and who will subscribe for our papers.

We have over 2,000,000 circulation each month among *live reading country people*, and in these prosperous times this circulation is rapidly increasing.

FOR RATES AND FURTHER INFORMATION  
ABOUT THESE PAPERS, ADDRESS

## THE C. E. ELLIS CO.

Temple Court Bldg., New York City.  
112-114 Dearborn Street, Chicago.

The Gentlewoman, New York, . . . .	400,000,	<sup>Agate line.</sup> \$1.50
Metropolitan and Rural Home, New York,	500,000,	2.00
Home Monthly, New York, . . . .	400,000,	1.50
The Paragon Monthly, New York, . .	400,000,	1.50
Park's Floral Magazine, Libonia, Pa.,	350,000,	1.25

**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

**The  
Chronicle**

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

# THE PITTSBURG TIMES

*CIRCULATION OVER 63,000 DAILY.*

## OVER TWELVE THOUSAND MORE

CIRCULATION NOW THAN AT THIS  
TIME LAST YEAR AND NO  
INCREASE IN ADVERTISING RATES.

More home circulation than ever — the paper larger and better — first one-cent morning newspaper in Pittsburg — famous for crisp news — for years the leader in circulation — its readers are prudent and have money — truth and merit will draw liberal returns through its advertising columns — matchless want medium — not a cheap-priced advertising medium, but the *best* for the money — one of the reliable and responsible papers of the country — million-dollar publishing plant. Further information from

<b>PERRY LUKENS, JR.,</b>	<b>THE</b>
<b>TRIBUNE BUILDING,</b>	<b>PITTSBURG TIMES,</b>
<b>NEW YORK.</b>	<b>TIMES BUILDING,</b>
	<b>PITTSBURG.</b>



THE MOST INTERESTING AND  
CAREFULLY READ MAGAZINE  
EVER PUBLISHED. . . . .

The unprecedented success of it is a topic of discussion throughout the reading world.

## CIRCULATION!

If you want correct information regarding its circulation ask any newsdealer anywhere in the world how it sells, as compared with any other high-priced magazine.

**"IT BEATS THEM ALL,"**

and he will tell you so. Advertising rates are more reasonable, while the

**QUALITY AND QUANTITY**

of its circulation are unsurpassed.

ADVERTISING FORMS CLOSE  
FIRST OF PRECEDING MONTH.

FOR FURTHER INFORMATION ADDRESS  
**ESS ESS PUBLISHING CO.,**  
**1135 Broadway, New York.**

# LEADVILLE AND WESTERN COLORADO.

## Evening Chronicle

Established 1879.

## Herald-Democrat

(MORNING)—Established 1879.

## Carbonate Chronicle

(WEEKLY)—Established 1879.

**THE EVENING CHRONICLE** is the oldest established newspaper in the district embracing the great carbonate camp and the western slope of Colorado. It is the official newspaper of mining men throughout the West and in the mining centers of the country. It has the exclusive evening Associated Press franchise for this section.

**THE LEADVILLE HERALD-DEMOCRAT** has the largest circulation of any newspaper in Colorado outside of Denver, and has the largest and richest field in the State to draw from, and has this field to itself. A very large percentage of its readers take no other daily newspaper. The Herald-Democrat has the exclusive morning Associated Press franchise for this section.



### THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

43-44-45-47-48-49

Tribune Bldg., New York.

469 The Rookery, Chicago.



# SUNSHINE AFTER RAIN

GADSDEN, ALA., Jan. 18, 1902.

MR. PRINTERS INK JONSON, New York, N. Y.

*Dear Sir*—Your recent favor, together with price list, was duly received, for which you will please accept my thanks. I have been advised not to buy your inks, as they were "no good," and your house could not be relied upon; but after carefully considering the matter have decided that it is invariably the case that a "leaky ship" is bound to sink, and that as you have continued to "float" and successfully navigate rather troubled waters so long, you surely must have a "tight bottom" and be a "trustworthy ship." Therefore I will thank you to pack for freight shipment and deliver to the Union Card & Paper Co., 27 Beekman street, New York, to be sent with a shipment of paper, etc., the following order of \$15.15, for which I inclose check.

Very truly yours,

J. M. HOUSE.

A prominent political ruler, answering an adversary recently, remarked: "The man who holds the tiller and who steers a straight course, delivers his ship and cargo where he wants to land it." During the past eight years I buffeted many storms of abuse, but being blessed with a sunny disposition and knowing my goods had MERIT, I kept my hand on the tiller and steered my bark in a straight line until I reached smooth waters. Eighty thousand (80,000) orders, each accompanied by the cash from eight thousand different concerns, located in all parts of the world, is not such a diminutive cargo, considering that "I am the cook and the captain, too, and the mate of my tiny brig; the midshipmite and the boatswain tight, and the crew of the captain's gig." My inks are guaranteed to be the best that money can buy, and when not found as represented, I cheerfully return the cash and pay the transportation charges. Send for a copy of my price list.

ADDRESS

## PRINTERS INK JONSON

17 Spruce Street, New York

# WE BELIEVE

the following to be one of the most comprehensive statements of advertising that has ever been compiled. It represents the total number of columns of paid advertisements printed in each of the newspapers mentioned during year 1901, and shows that

## THE PHILADELPHIA INQUIRER

*Is Second only to The N. Y. Herald.*

These are the figures, which are furnished in almost every instance by the newspaper itself, and can, therefore, be accepted as correct.

		TOTAL—1901 COLUMNS.
HERALD.....	New York.....	25,623
INQUIRER.....	PHILADELPHIA.....	24,413
WORLD.....	New York.....	24,313
EAGLE.....	Brooklyn.....	23,572
EVENING NEWS.....	Chicago.....	22,479
TRIBUNE.....	Chicago.....	22,222
RECORD.....	Philadelphia.....	19,293
GLOBE.....	Boston.....	18,964
EVENING STAR.....	Washington.....	18,670
JOURNAL.....	New York.....	18,296
POST.....	Washington.....	17,470
POST-DISPATCH.....	St. Louis.....	17,434
AMERICAN.....	Baltimore.....	17,002
PRESS.....	Philadelphia.....	16,201
GLOBE-DEMOCRAT.....	St. Louis.....	15,677
HERALD.....	Boston.....	15,529
REPUBLIC.....	St. Louis.....	15,342
HERALD.....	Baltimore.....	14,449
PLAINDEALER.....	Cleveland.....	13,687

**T**HIS is the remarkable showing of a remarkable newspaper, and is most conclusive evidence that advertisers know the value of THE INQUIRER as an advertising medium.

Advertisements in THE INQUIRER  
represent money WELL invested.

**THE PHILADELPHIA INQUIRER**  
1109 Market St., Phila., Pa.

NEW YORK OFFICE  
Nos. 86-87 Tribune Building

CHICAGO OFFICE  
508 Stock Exchange Building